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ABSTRACT

This document on food marketing for supermarket special departments contains both a student's manual and an answer book/teacher's guide. The student's manual contains the following 11 assignments: (1) supermarkets of today; (2) merchandising; (3) pharmacy and cosmetics department; (4) housewares and home hardware; (5) video/camera/electronics departments; (6) health foods; (7) floral/gift departments; (8) deli/bakery departments; (9) catering and takeout; (10) specialty meats and seafood; and (11) courtesy services. Each assignment may include objectives, questions, activities, and figures. The teacher's guide contains two parts: using supermarket special departments for independent study and classroom instruction; and answer key. The first part contains six sections related to supermarket special departments: assignments and objectives; marketing education essential elements related to content; tasks done on the job in food marketing; key competencies based on the National Curriculum Framework; information on Distributive Education Clubs of America competition; and sample training plans. The answer key contains answers to all assignment questions and examples of some assignment activities. (NLA)

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Supermarket Special Departments

By

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and
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Foreword

Supermarket Special Departments is the third publication in a new series of EIMC student manuals for employees in food marketing. The others are *Supermarket Customer Service*, which is designed to introduce students to food marketing, and *Supermarket Merchandising*, which gives a deeper insight into what is done to make a store successful. *Supermarket Special Departments* recognizes a trend in stores to offer more and more to their customers.

The material is presented in ways that will introduce you to information and thought processes that are needed by persons who are moving up the ladder in a career. By answering the questions at the end of each assignment, and by doing selected activities, you will begin to get a clearer idea of what is done and why it is done. The activities are designed so that you do not actually have to have a job at this time, but can gain information by research, observation, and discussion with employees in supermarkets. By doing the activities, you will develop a variety of the higher level thinking skills that are now recognized as necessary to success in marketing.

Coauthor Melissa Lynn Gaskill holds a Master of Journalism degree from The University of Texas at Austin and has considerable experience in the field of marketing. She has been marketing director for Trammell Crow Company–Austin, marketing promotions director for the Texas Department of Agriculture, a public relations account executive for Fellers, Lacy & Gaddis Marketing Consultants, and information coordinator for the Texas Energy and Natural Resources Advisory Council.

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Jim Cockrum
ME Curriculum Specialist

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Special thanks for their advice on this manual should go to three members of the EIMC Project Advisory Committee for 1989-90—Janie Anaya of McAllen Memorial High School; Laurelyn Carlisle, teacher educator at Southwest Texas State University in San Marcos; and Suzanne Faught of Lampasas High School.

Credit for this publication—as for other EIMC materials—is also due to the Project Advisory Committee as a whole, which met twice and provided other contributions during the year. Besides the members already mentioned, the committee consisted of Kris Gossom of Wichita Falls High School; Jennie Griffin of Robert E. Lee High School in San Antonio; Betty Helton of McCallum High School in Austin; Dr. Jerry Moorman, teacher educator at the University of North Texas, Denton; Al Mozisek of Churchill High School in San Antonio; Dr. Marcella McComas Norwood of the University of Houston; and business representatives John E. Lutz III of Lutz Realty, Fort Worth, and Leigh Swanson, manager of Talbot's at the Arboretum in Austin. Participating with the group were Berry Sullivan, Emmett Eary, and Ward McCain of the Marketing Education staff at the Texas Education Agency. Dr. Barbara Selke-Kern, Director of Educational Resources at EIMC, also helped make this publication possible.

A number of ideas and recommendations came from a meeting of the Marketing Education Curriculum Advisory Task Force in San Antonio on August 9, 1989. In addition to most of the people already mentioned, those present included Betty Blair of Dumas High School; Sheryl Burlison of Bryan High School; Joseph A. Gonzales of Worthing High School, Houston; Bob Hettenhausen of Johnston High School, Austin; Neva Irwin of Gregory-Portland High School; Rhonda McGinnis of Tivy High School, Kerrville; Adell Morton of Allen High School; Sue Richmond of Berkner High School, Richardson; Gabriela Salomon-Reyes of Del Valle High School, El Paso; Allene Schmitt of Bellville High School; Nelda Shipp of Mineola High School; Tony Valek of MacArthur High School, San Antonio; and Carolyn Willig of McCullough and Oak Ridge High Schools, Conroe.

Special thanks go to Simon David, Austin; Whole Foods Market, Inc., Lamar store; and H.E. Butt Grocery #17, Austin, for permission to use photographs. Special thanks are also due to Emmett Eary, who has had extensive experience in supermarketing and who served as reviewer of the completed manuscript.

COMPLIANCE STATEMENT

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(3) nondiscrimination in extracurricular activities and the use of school facilities;

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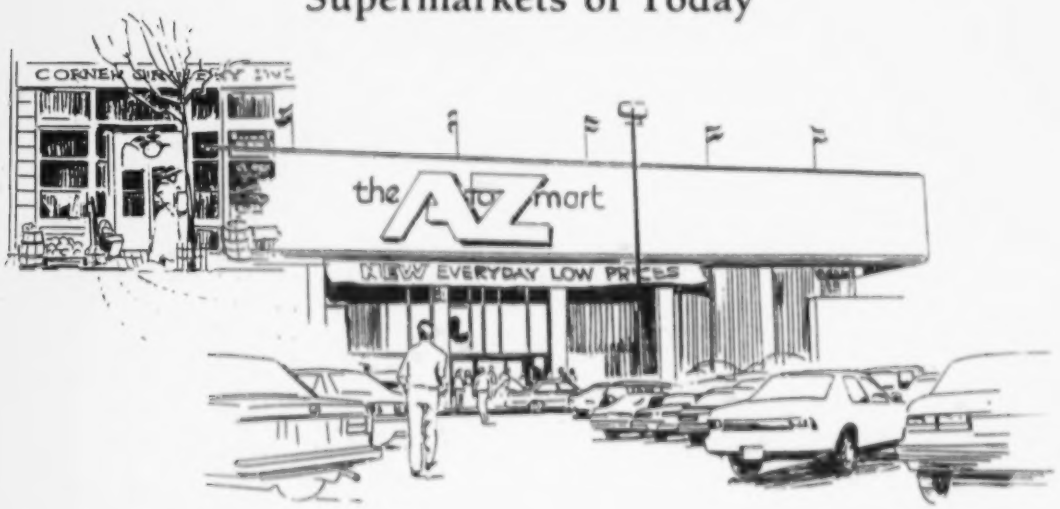
1

Supermarkets of Today



Objectives: After completing this assignment, you should be able to—

1. *list some items and services offered by today's supermarkets;*
2. *analyze how the demographics of an area affect decisions on departments a store will offer;*
3. *evaluate how stores can take advantage of two factors behind the growth in supermarkets; and*
4. *define* merchandising, *and discuss factors to be considered when merchandising a store.*

The supermarket of today is a relatively new invention. Years ago, small grocery stores were the norm. These were often "mom-and-pop" operations, meaning that they were owned and run by a local family, or possibly were one of several stores in a town owned by the same people. There were a few chains, usually regional in scope, like A&P, Piggly Wiggly, and Texas's own H.E. Butt grocery stores.

People went to these grocery stores for groceries—food items. They may have gone to a separate butcher for meats, a produce market for fresh fruits and vegetables, and a corner bakery for freshly baked goods. Gradually, more grocery stores began to carry all of these basics. But for many years it would have been practically unthinkable to stop into a grocery store for a bicycle, a prescription drug, pots and pans, or the dry cleaning.

Today, supermarkets and hypermarkets carry thousands and thousands of nonfood items, along with all the basic food items and specialty foods such as health food, baked goods, seafood, and meats. Many even offer ready-to-eat meals and provide catering services. At the extreme end of this everything-in-one-place concept is a Fiesta market in Houston, Texas, that grows its own produce in an in-store hydroponic system (where plants grow in water rather than soil).

The changing demographics of our society have played a large part in this evolution of the grocery store. More of us live in large cities and

towns, there are more families where both partners work, and everyone is busier. We have come to expect more services in one place, and we look for convenience and time-saving when we shop. Today's consumer does not want to make three or four, or even two, stops to get the basic items. Picking up food for tonight's dinner, a gift for the neighbor's birthday, beauty supplies, and our developed film all at one place saves us a great deal of time and effort. Today's supermarket allows us to do just that. It may even bring all those items to our doorstep.

These changes have created a greater need for merchandising and promotion, as supermarkets compete to meet the needs of today's shopper. Retailers are focusing on quality, service, and a variety of well-run, well-stocked departments to attract and keep customers. Stores are also working harder to tailor their products and services to specific markets.

According to Nielsen Marketing Research, this emphasis on one-stop shopping has reversed a 1980s trend in which food stores were losing their share of the market. In the first half of 1990 the large supermarkets received nearly 21 percent of all consumer retail dollars, according to a report from Nielsen.

Merchandising in Supermarkets

Merchandising can be defined as a combination of strategies for putting the right good or service in the right place, in the right quantity and assortment, in the right way, at the right price, at the right time. Decisions on how to merchandise a particular store—deciding exactly what items to stock, in what sizes and quantities, at what prices, and in what form of presentation—should be based on several things.

One of these is the state of the market, which is determined from the *demographics* of the area—that is, the characteristics of people living in the area or of other potential customers (perhaps people who pass by a store on their way to and from work) (fig. 1). These characteristics include age, income level, whether most of the families are two-career, and whether most of them have children. The state of the market also includes the general economy of the area and its stability.

Merchandising decisions will also depend on the finances, personnel, and facilities of a particular store. If there seems to be great demand for a

Fig. 1. Selecting what to market depends partly on the characteristics of the people in the store's area.

bakery or film-developing department, for instance, but there are no available space or qualified employees to work in those departments, it may be necessary to make major changes in the store to add them. Or it may simply not be feasible.

Merchandising is a complex procedure, as you can imagine by looking at the vast number of items stocked in even a small grocery or supermarket. It is made increasingly complex by considerations such as those above, and by the increasing volume of new products introduced by manufacturers. Deciding whether or not to carry a new product is a difficult decision for a supermarket. Many new products do not prove profitable, and a retailer does not want to be stuck with a supply of an item that does not sell. On the other hand, some new products prove to be extremely popular, and a store does not want to be caught without those, especially if a nearby competitor has a big bin of them right out front.

Retailers must also be aware of how sensitive their customers are to price. Nearly everyone pays attention to, and to some extent is influenced by, price. But in a neighborhood where in many households both partners work and income level is high, customers will be less influenced by price and more by convenience and service than in a neighborhood where the income level is lower and fewer families are two-career.

It is difficult for conventional stores to compete on price alone, especially with warehouse stores and wholesale clubs marketing themselves

almost solely on the basis of their low prices. Instead, the conventional stores are emphasizing service and specialty departments such as those covered in this book. In today's market, it seems, a store must choose to be a low-price operator with virtually no service, or go entirely in the opposite direction and provide the maximum number of services.

Convenience and health are important themes today. Consumers want prepared foods or easy-to-prepare foods (the microwaveable food segment is booming), and they want to eat a healthy diet. The interest in healthy foods doesn't mean just a "health foods" department; it also means leaner cuts in the meat department and lighter, healthier products in other departments as well.

Because people prepare fewer meals at home, they want them to be special when they do. This has led to a greater demand for gourmet items, such as fancy mustards and sauces and other specialty items.

Those in the industry predict an emphasis on big markets in the coming years, as well as on more—and more diverse—services. This future will include many nonfood items and services and a growing offering of prepared foods. In such an environment, stores will have to be innovative merchandisers and promoters in order to succeed.

Promotion in Supermarkets

Promotion tells both long-standing and potential customers what goods and services are available at what price, and it identifies the needs or desires of customers that particular goods or services can meet.

Promotion is part of marketing, which refers to the overall system of planning, pricing, promoting, and distributing goods and services. Marketing and merchandising are closely related, and the words are often used interchangeably. Proven merchandising or promotion techniques in the supermarket industry include point-of-purchase selling (signs, price tags, recipes, and the like at the actual point where a customer picks up an item), product demonstrations and sampling, cross-selling, an emphasis on variety, and the use of displays. Advertising and signage are methods used to accomplish or to support these techniques.

Questions

1. What are some of the items and services offered by supermarkets today?
2. What has led to changes in the items and services offered by supermarkets?
3. What are retailers having to focus on more in order to address these changes?
4. Define *merchandising*.
5. For merchandising a particular store, what things should be considered?
6. What is promotion?
7. What are proven merchandising techniques in the supermarket industry?

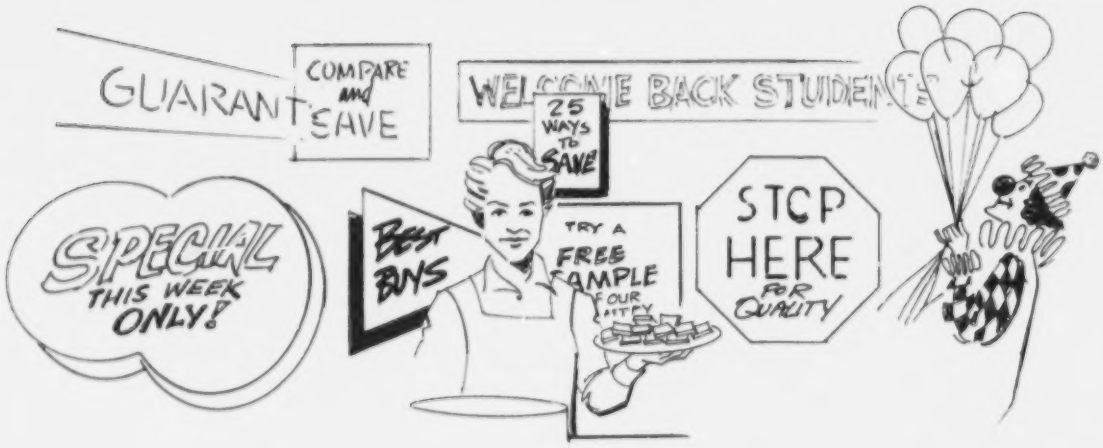
Activities

Do the following activities and answer the questions by using appropriate thinking skills, such as analysis, synthesis, and evaluation.

1. Visit at least two different grocery stores and make a list of the various departments you find in each. Report on your findings. Compare the two lists, looking for differences in the departments. Can you explain those differences based on the store location or other factors?
2. Review your list of departments from Activity 1. Report on your findings. Which departments are a response to the demand from today's customers for more convenience and time-saving?

2

Merchandising



Objectives: After completing this assignment, you should be able to—

1. *analyze what merchandising accomplishes for a store;*
2. *discuss proven merchandising techniques, and analyze how these are used in a store;*
3. *explain the benefits of a master plan;*
4. *tell what elements are considered in establishing a master plan; and*
5. *use the questions provided in the merchandising checklist to evaluate departments in a supermarket.*

Merchandising is the business of presenting an item for sale. Effective merchandising maximizes sales and profits. In the supermarket industry, merchandising tries to create an exciting shopping experience through the proven techniques of cross-selling, suggestion selling, product demonstrations and sampling, the use of displays, special promotions, and creative layout of products.

Merchandising Techniques

Cross-selling is the practice of selling to the buyer of a certain product other products related to it. (The technique may also be called *related-item selling.*) For example, someone buying a camera might also buy film. Likewise, someone buying flowers or a gift might also buy a greeting card. These related purchases can be encouraged with signage. For example, a sign over the greeting card rack can direct shoppers to the flower and gift counters, and vice versa. Displays that group related items are another effective way to accomplish cross-selling. Demonstrations can also encourage related-item buying.

Suggestion selling is similar to cross-selling. Signage, displays, demonstrations, and other promotional techniques "suggest" certain purchases to customers. For example, a display in the front of the store in summer might include suntan lotion, coolers, hats, picnic supplies, and lawn chairs. Shoppers coming in for their typical weekly grocery purchases and seeing the

display may find the suggestion strong enough that they purchase some of these seasonal items.

Demonstrations and *sampling*, two other merchandising techniques, are often used to promote new or unfamiliar items. If a supermarket has just introduced its own line of frozen dinners, for example, sampling would be a good merchandising technique. A display of the product could be set up next to a sampling table in a prominent location in the store. At other times, demonstrations might be used to show how to prepare certain foods. Or a demonstration of flower arranging could be used to increase sales of cut flowers.

Sampling (fig. 1) is used by the vast majority of supermarkets and has become very popular in recent years. In-store sampling can add excitement for shoppers (the aroma from cooking demonstrations or hot food samples being a real draw), and customers appreciate the opportunity to try before they buy, especially with new or unfamiliar items. High-priced items are also good candidates for sampling. For the most effect, sampling is often done in conjunction with coupon offers to increase the appeal of the item. Stores generally notice immediate jumps in sales from sampling, and the increase sometimes lasts for many weeks. Manufacturers sometimes offer sampling promotions, which may be at no cost to the store other than providing the space—or stores may hire samplers directly.

Fig. 1. The opportunity to taste a new product can make a customer want to buy it.

The negative effects that can arise from sampling and demonstrations need to be anticipated and avoided. On particularly busy days, for instance, shoppers may be annoyed by the congestion and demonstration tables blocking aisles. The store should take steps to ensure that the clutter and waste do not give shoppers a bad impression of the store. Sampling should be done in a neat and sanitary way, and liability insurance should cover in-store or manufacturer demonstrators.

Displays are used along with some of the other merchandising techniques just explained, but they can be effective by themselves as well. New or seasonal merchandise, sale merchandise, or basic items can be featured in displays. Because they are versatile, displays can be used in many different areas of the store.

Planning displays includes deciding what to display, where, and how. "What" depends on which items are featured in other promotions, the season, and the profitability of the items to be displayed.

Displays may be placed near an item's usual location in the store, in the front of the store, or at the ends of aisles. Location should take into account an item's selling characteristics. For example, new items need to be in highly visible, high-traffic areas since customers will not be familiar with them.

How an item is displayed will depend in large part on the item itself—its size, shape, and packaging, among other things. Sturdy cans and boxes can be stacked in large, high stacks. Some small items may need bins or other holders. Because these arrangements quickly become old to shoppers and lose their effectiveness, displays should be changed often. One other reminder: any display should be well stocked at all times.

Special promotions can involve combinations of advertising, displays, demonstrations, sampling, and other merchandising methods. Since many special promotions are seasonal in nature, there is ample opportunity for using a variety of techniques. For example, Easter promotions might include specials on ham and other traditional Easter meal foods; displays of candy, stuffed rabbits, and baskets for gift-giving; a card display; demonstrations on how to put together gift baskets or how to dye eggs; sampling of a new line of dinner rolls for Easter meals; and a special event, such as an Easter egg hunt for small children on a Saturday morning.

Even *store layout* can affect sales. The basic layout of the store can be altered to accommodate seasonal promotions, or it may be changed as customer preferences change. For example, convenience items may be grouped together on an aisle if many of your customers are busy working parents. If it is feasible, services such as dry cleaning, banking, film developing, and video rental may be grouped together at the front of the store. Layout should be considered a part of any merchandising effort, because if customers cannot find and get to merchandise easily, your other merchandising techniques will have little effect.

Plans for Merchandising

Supermarkets generally have a *master plan* for merchandising that incorporates all of the possible merchandising and promotional techniques. Having an overall plan helps a store coordinate efforts in different departments and get the most benefit possible from the various merchandising efforts. Often, a store will want to create a certain storewide image, and a master plan helps ensure that all efforts contribute to that image. (This plan is not to be confused with a *merchandise plan*, whose purpose is to indicate what merchandise is to be bought during a certain period.)

Creating a master plan begins with a look at the overall organization of the store and the environment in which it is located. To know the environment, you need to know the general characteristics of the people living in the area, or the demographics (see Assignment 1). Moreover, by observing customers and looking at what types of items in the store sell and which do not, you can determine general consumer preferences. These preferences will depend on things like whether or not most of your customers work (working people tend to look for convenience items and want more services because they have limited time), whether they have families, and so forth.

You will also need to know who your competition is and which other stores in the area attract your customer type. To gain this understanding, you can visit your competitors, look at their ads in the local paper, and get information from customers and vendors about what they like and do not like about you and your competition. Once you understand your competition, you can work to differentiate your store from it by offering better service, more of the merchandise your customers want, or other advantages.

With a master plan in place, most stores then make weekly plans for merchandising that spell out their ideas for advertising, specials, displays, and so forth. This helps the store tie all its efforts together for maximum benefit. For example, items featured in newspaper ads can be displayed in the store and even sampled, if appropriate. Signage can also be used to highlight those items with special advertised prices.

Besides the weekly plans, merchandising checklists can help make these efforts more effective. Employees review the checklists to make sure they have taken care of everything. A typical checklist might include such questions as the following:

1. Does the product mix reflect current customer needs and preferences?
2. Are products displayed effectively?
3. Do these products meet our standards?
4. Are we cross-merchandising?
5. Is it easy to shop in the store or department?
6. Are products accessible?
7. What is the selling image projected?
8. Are company policies followed in the selection and display of products?

Questions

1. What is merchandising?
2. What does merchandising do specifically in the supermarket industry?
3. What is cross-selling?
4. Name some ways to encourage cross-selling.
5. When are demonstrations and sampling most effective?
6. What must be considered when planning displays?
7. How does an overall merchandising plan help a store?
8. What things must be considered in creating a master plan?
9. List some questions a typical merchandising checklist might include.

Activities

Do the following activities and answer the questions by using appropriate thinking skills, such as analysis, synthesis, and evaluation.

1. Visit a local supermarket, walk through several different departments, and make a report that identifies as many different merchandising techniques as you can. List them—for example, cross-selling, suggestion selling. Write down specifically how these techniques are used—through signage, for example.
2. Identify any potential negative effects of the merchandising efforts you see being used. For example, is a demonstration causing congestion or blocking aisles so that it could annoy shoppers? List all that you can identify. Explain in writing how these problems could be avoided.
3. List the different types of displays you see at the supermarket—stacked items, bins, end-of-aisle displays, etc. Does the store seem to be taking advantage of the different display options available?
4. Choose a department in the supermarket, and think of the different merchandising techniques the store could use in that department. Report on these, including ideas for cross-selling with other departments. Also include specifics about signage, displays, and other methods you would use.
5. Using the sample merchandising checklist in the assignment, go through at least two different departments in a supermarket and answer the questions as thoroughly as you can. Include specifics as to why you answer each question the way you do.

3

Pharmacy and Cosmetics Departments

Objectives: After completing this assignment, you should be able to—

1. *discuss key factors in determining departments to include and the location of such departments;*
2. *describe the functions of a pharmacy department;*
3. *tell how a pharmacy is a unique department;*
4. *discuss items carried in the cosmetics department;*
5. *list considerations in locating health and beauty aids in the store;*
6. *discuss merchandising methods for health and beauty aids and factors to consider in planning them;*
7. *analyze and evaluate the merchandising methods a department is using; and*
8. *develop and explain other merchandising methods a department might use.*

Departments within supermarkets come and go with changes in buying trends and habits, seasons, and promotions. The spaces allocated to particular departments, as well as their locations in relation to other departments, also change. The key is for departments to respond to consumer demand as quickly as possible, and to be located to take best advantage of consumer habits and preferences related to the specific merchandise in the department.

Pharmacy Department

A full-service pharmacy has become almost standard in modern supermarkets. Staffed by professional pharamacists, this department fills prescriptions for drugs and pharmaceuticals for customers. The store may also offer over-the-counter items such as vitamins, aspirin and other pain medications, cold remedies, and the like. These products may be grouped with cosmetic

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and personal-care items, such as shampoos and other hair-care products, lotions, and toothpaste.

A pharmacy is a natural addition to a supermarket for today's busy consumer, because a customer can drop off a prescription to be filled, do his or her grocery shopping, and then pick up the prescription, thus eliminating the need to sit and wait. Nearly all supermarkets today also offer personal-care products, again for the convenience of customers, who often prefer to be able to make one stop for both groceries and these other items.

The pharmacy is a unique department in its need for careful record-keeping, adherence to laws and regulations about controlled substances, and security. A professional in charge of this department will be expected to follow the general policies and procedures of the store, but will also need to consider the special requirements of the department itself. The pharmacy will probably have more limited hours than the store itself, and it is important to post these hours in a prominent place in the department.

Location of the pharmacy department is not as critical as it is for other departments. Pharmacy purchases are not impulse purchases, since the customer typically must have a doctor's prescription. (Most customers will make a conscious decision to have a prescription filled while they are making other purchases at the store.) The pharmacy is usually located at the back of the store in an accessible but not necessarily highly visible location. In fact, for security reasons, the back of the store is often the best location.

Often, any other items grouped near the pharmacy will be positioned so that they are quite visible and take advantage of store traffic patterns, perhaps even leading traffic to the pharmacy area. Prominent signage is important so that customers can locate the pharmacy. There is often a waiting area with some seating for customers who want to wait for their prescriptions. This waiting area can actually provide an excellent opportunity to inform customers of other departments and specials in the store through signs, displays, or printed information. Then, if customers have come in solely for a pharmacy visit, they may be encouraged to make other purchases while they are in the store.

Cosmetics Department

A cosmetics department includes personal-care products, such as fingernail polish, beauty aids, perfume, and makeup, as well as a wide variety of nonfood items such as toothpaste, lotions, hair coloring, shampoo and other hair-care products, other beauty aids, and first-aid and health-related products. As noted, it may include a pharmacy or be located near a pharmacy in the store.

Health and beauty aids are generally a good "stand alone" category, especially if promoted. This category can also be a good draw of traffic for other nonfood items. Placement of these items can vary, and according to *Progressive Grocer* [1] there is little evidence that one placement is better than another. Some stores actually scatter nonfood items throughout the store, positioning them with related products. This integration with food and other items takes advantage of high traffic. Concentrating all of these items in one department makes it easier to stock and maintain merchandise, which may outweigh the advantage of higher traffic in other areas. Whatever strategy is followed, it is important that it be well thought out.

For this type of merchandise, clean and attractive shelving and other fixtures will be important. Often, the items are small, which makes it more difficult to stock and display them effectively. While many grocery displays catch the eye through sheer mass, with smaller items, the display will have to use creative techniques to capture the attention of shoppers. Clear, attractive signing will help merchandise health and beauty aids effectively.

Seasonal displays are possible with this category. For example, toothpaste and toothbrush sales can be tied in with a "Dental Week," and cold remedies can be prominently displayed at the first of winter. Beauty items can be promoted for the Christmas holiday social season and for gift-giving. (Perfumes, colognes, and cosmetic accessories can be promoted as reasonably priced, convenient gifts.)

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[1] From *Merchandising in Action*, special-issue magazine published by *Progressive Grocer*, November 1986.

Fig. 1. A combination of items from different departments can make a nice gift.

It is also possible to cross-promote items in this department with those from other departments. For gift promotions, for example, perfume and wine might be displayed together, along with greeting cards and gift wrap, if the store carries them. Candy and perfume are another good gift combination (fig. 1). If the store has a floral department, it could offer gift baskets combining beauty items with flowers. For the winter season, over-the-counter cold remedies could be displayed with hot teas and cocoa, or popcorn and fireplace logs could be promoted together for chilly evenings at home. Video rentals, if offered at the store, could also tie in with this theme.

The possibilities for cross-promoting are almost endless. A store can have people from different departments get together and exchange ideas about which cross-selling possibilities might work, and it can bring in display experts to carry the best ideas through.

Sales on health and beauty items can be an effective way of making sure that customers notice and remember the featured items. A store will often include the sale items in its advertising and use signage in the department to emphasize the offer. Deep discounts in this category can be a way to get new customers into a store—with the idea that if you can get them to come in once, they will come back and the sale will pay off in repeat business.

Manufacturers of health and beauty aids sometimes have coupon promotions that the store can tie in with. If the Sunday paper carries coupons for a certain brand of toothpaste, for example, the store can display that brand in the store and use signage to remind customers that there is a coupon offer.

Questions

1. What does a pharmacy department do?
2. What are some unique requirements of a pharmacy?
3. What types of items are included in the cosmetics department?
4. What are the advantages to scattering health and beauty aids throughout the store? What are the advantages to grouping these items in one department?
5. What are some special considerations for merchandising this department?
6. What are some promotional methods for this department?

Activities

Do the following activities and answer the questions by using appropriate thinking skills, such as analysis, synthesis, and evaluation.

1. For a report, visit two different supermarkets and sketch out where the pharmacy department is located. What factors do you think each store considered in determining the location?
2. Report on the following: At the stores you visited, how are health and beauty aids stocked? Are they scattered throughout the store, concentrated in one department, or some of both? Why do you think each store chose its method of stocking this category of items?
3. Report on the merchandising techniques being used for health and beauty aids in the stores you visit. Tell what other techniques you think could be effective.
4. Report on whether and how these stores are using cross-promotions of beauty aids and other merchandise. List any examples of cross-promotion you see, and tell whether you think they are effective. List any other ideas you think could be used.

4

Housewares and Home Hardware

Objectives: After completing this assignment, you should be able to—

1. *list the three categories of kitchen items that generally make up the housewares department;*
2. *list three factors that can affect the size of the housewares department;*
3. *list three ways to merchandise housewares effectively;*
4. *list the four typical categories of products in the home hardware department; and*
5. *list three things that an employee in home hardware should know in order to do his or her job effectively.*

Housewares

The housewares department in a supermarket offers a variety of nonfood items for the home, and particularly for the kitchen. Since many of these goods are used in the preparation and storage of food and drink, it is very convenient for customers to be able to purchase them in the same place where they purchase their groceries.

Kitchen items which are available in most supermarket housewares departments fall generally into three categories: food preparation, food service and storage, and linens and accessories.

Food preparation items may include small electrical appliances, such as blenders and toasters; pots and pans; and a variety of manual kitchen gadgets, such as can openers, garlic presses, strainers, and the like. Food service and storage items may include glassware, cutlery, everyday china, pitchers, salt and pepper shakers, plastic food containers, and other similar items. Linens and accessories may include aprons, place mats, dish towels, and pot holders, in a variety of decorative color schemes.

The size of the housewares department may vary from one store to another, depending on the demand for the items, the amount of space available to devote to them, and their availability at other stores in the area. A small supermarket may have space to offer only a few housewares, such as a basic selection of pots and pans, a few plastic containers, and perhaps two or three

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types of small appliances, such as toasters or blenders. A larger supermarket, on the other hand, could stock a far wider variety of these items and might even sell more exotic appliances like juicers, breadmaking machines, or pasta machines. Whether the larger supermarket will choose to dedicate the space for a variety of items depends on the demand. Its customers may prefer to buy such items at a discount store or a department store, or there might be a kitchen specialty store conveniently located in the neighborhood at which customers prefer to shop.

Housewares may be merchandised in a number of ways, including demonstrations, displays, and special promotions. Small appliances, especially less familiar ones like juicers or breadmaking machines, can attract a great deal of attention at demonstrations. Because housewares make excellent gifts, displays which promote them as gifts can be very effective, especially during holidays. Housewares also lend themselves to special promotions. A good example might be to promote them as essential items for people, such as students or newlyweds, who are setting up new households (fig. 1).

Fig. 1. Displays promoting housewares and home hardware items for people setting up households for the first time can be especially effective in late August in college and university towns.

Because such a wide variety of items is generally sold in the housewares department, an employee of this department must know exactly what is available in order to answer customers' questions knowledgeably and must be familiar with the many different suppliers and their procedures.

Home Hardware

Many supermarkets today offer home hardware items, though rarely in the amount and variety available at a hardware or specialty store or building-supply outlet. Generally, someone who needs a great many supplies for home repair or fix-up projects will go to a specialty store, which has the space and resources to offer a great variety of merchandise. However, someone who needs only one or two things to take care of a small project or an everyday repair may find it much more convenient to pick up those items while shopping at the supermarket.

Home hardware in the supermarket falls into some of the same general categories as it does in a hardware store. Typical categories include lighting, plumbing, home repair, and auto. The difference lies in the number and types of products offered.

In the lighting section of a supermarket's home hardware department, the customer is likely to find a few key items, such as extension cords, light bulbs, and decorative electrical switch or outlet covers. In the hardware store, on the other hand, the customer will find all of this, plus a large variety of lighting fixtures, wiring, and related supplies.

In the plumbing section, standard items are toilet-tank floats, shower attachments, and plungers, as opposed to the large plumbing fixtures, different types of pipe, and other items found in the hardware or specialty store.

Home-repair items in the home hardware department are also usually kept to the basics, such as caulk, duct tape, and electrical tape, and simple tools, like hammers and screwdrivers.

The auto section of this department will generally stock everyday items such as coolant and oil, simple parts and accessories, and various types of car waxes. It will not generally feature the variety of spark plugs and other car parts, auto repair tools, or tires that would be found at an auto-supply shop.

One of the best ways to promote home hardware items is through special promotions. A good example of this might be a "spring fix-up" promotion, in which items for minor bathroom or kitchen repairs are displayed together with household cleansers and other cleaning supplies.

Working with home hardware in the supermarket requires a great deal of product knowledge. This is an area where people often do not know exactly what they need and will not hesitate to look for guidance from an employee. For example, a homeowner might know that he or she needs to caulk some cracks in the house but will not know exactly what kind of caulk to buy. The customer will be reassured by the presence of an employee who has the expertise to assist in the making of a well-informed decision.

Like employees in housewares, home hardware employees deal with many different types of items. Consequently, they, too, need to know what is available in the different sections of the department, how to order inventory from several different suppliers, and how to use the different products that are sold.

Questions

1. What role has customer convenience played in the establishment of supermarket housewares departments?
2. What are the categories of kitchen items which generally make up the housewares department?
3. How can the existence of other outlets for housewares affect the size of the supermarket housewares department?
4. What are two other factors that affect the size of this department in a particular store?
5. Give three examples of ways to merchandise housewares.
6. What are four categories of products found in a home hardware department?
7. Explain why most home hardware departments in supermarkets do not offer as much variety as specialty stores which sell home hardware items.
8. Why is product knowledge particularly important in the home hardware department?

Activities

Do one or more of the following activities and answer the questions. Make one or more reports, using the skills of analysis, synthesis, and evaluation.

1. Go to the housewares department of a large local supermarket and that of a smaller supermarket. Is there a significant difference in the amount of merchandise they offer? Why or why not, based on your observations? Are any special merchandising techniques being used to promote housewares at either of the supermarkets you visited? If so, what are they? How effective do you think they are? Can you think of ways in which merchandising of housewares could be improved at either supermarket?
2. Go to the auto section of the home hardware department in a large supermarket, and look at the motor oils offered there. If there is more than one kind, try asking a department employee to explain the difference between them. Do you think you would be able to make the proper choice of oil based on the information this employee is able to offer?
3. Based on your visit to the home hardware department, can you think of a good special promotion to sell some of the items in that department? Try to think of something that would promote at least three items in the department and that would involve cross-selling them with items from at least one other department.

5

Video/Camera/Electronics Departments

Objectives: After completing this assignment, you should be able to—

1. *tell why video, camera, and electronics departments are included in supermarkets;*
2. *explain how a video rental department can generate traffic for a supermarket;*
3. *discuss items and services that may be offered in a film and camera department;*
4. *discuss and evaluate options for display and merchandising in a camera department;*
5. *list items that may be carried in a small electronics department and evaluate options for locating these items within the supermarket; and*
6. *analyze how a store has decided to arrange these departments—as one, two, or three departments.*

The addition of video rentals, camera equipment, film processing, and small electronics to supermarkets is one of the more obvious responses to the increasing demand from customers for convenience and time-saving. Busy people do not want to stop at one place to drop off film and at another to rent a movie for the evening. They have also responded favorably to finding small electronics like tape recorders. It is handy to be able to pick up a movie when you stop in for groceries for dinner. If you are going to the grocery store anyway, it is convenient to leave your film for processing, especially if it can be ready by the time you are finished with your shopping. Convenience is the key in all of these sales.

Video Department

Some larger supermarkets have included video departments within the store. Others have separate video stores located adjacent to the store. H.E.B., for example, has put adjacent grocery stores and video rental stores in several of its newer locations.

Video rental stores usually have some sort of membership requirement or a card system, where an individual needs a special card to check out

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movies. Once a customer has one of these cards, he or she is likely to return to this particular store on a regular basis. This means that services located in or adjacent to a video rental department can generate additional traffic for the supermarket. There will usually be selected videos for sale as well.

Camera Department

Years ago, the only place to get film developed was at a camera store. Later, free-standing film-processing stores sprang up, often as drive-through kiosks in grocery store parking lots. These usually also sold film, and that was all. When the technology was developed that allowed a store to process film and deliver finished pictures in a very short time, this service proved to be very popular with consumers. Eventually, grocery stores began offering this service inside the store to compete with the free-standing film processors.

A camera department that offers film processing can be a traffic generator for the store. Most grocery stores sell film and batteries anyway. By placing these in a camera department, perhaps along with simple cameras, a store can create an appealing department that will bring people into the store. Most will offer one-hour photo processing, which makes it possible for customers to leave film for processing, shop at the store, and pick up their pictures before leaving.

A number of other services and products can be offered through this department that require very little space. Photo greeting cards are one example. Special processing, such as that needed for reprints, enlargements, and photo T-shirts and mugs, requires no extra space in the department, and the items produced have excellent display potential. Photo albums and frames are related items that may also be sold in this department, or displayed as for sale but stocked in housewares or another department.

Most camera departments consist of just a counter where customers can leave film for processing and where they can pay separately for that service. The area may have self-service displays of film, batteries, and other accessories, or these may be behind the counter. A glass display counter is often used if the department does sell some cameras and other products such as photo greeting cards or frames. Displays of large photographs, available from manufacturers and supply companies, can add visual appeal to this department.

Several seasons of the year are peak times for picture taking, and the camera department can take advantage of these with appropriate decorations, signage, and special offers. Christmas, Easter, and Mother's Day are examples of such times. The camera department can put up signs in advance of these holidays, reminding shoppers to stock up on film and check batteries and promoting related items such as photo greeting cards (fig. 1).

Fig. 1. Reminding people to get ready is good business.

Holiday decorations can draw attention to the department, and signs can encourage customers to bring in their film for processing after the event. At almost any time of the year, different picture-taking opportunities can be used as a hook for the department. Weddings, babies, birthdays, and vacations are just a few examples.

Some film departments include a selection of cameras and accessories such as flash attachments. As these are not large items, they can be displayed easily in a counter display case, which may also serve as the film-processing drop-off counter. The one-use or disposable cameras that are now available are a natural offering for this department as well.

Small Electronics Department

A supermarket may stock cameras and small electronics together in a separate department. If the store has a film-processing department but sells cameras in a separate department, it makes sense to promote each of these departments in the other. For example, a few cameras may be on display at the film drop-off counter, and there may be signs or even a self-service area for film drop-off in the camera or electronics area.

Merchandise in a combined electronics-camera area can include such things as cassette tape players and portable AM/FM receivers. A wide variety of accessories, such as tapes, storage boxes for cassettes, batteries and battery chargers, earphones, and separate speakers, may also be provided. Likewise, a wide variety of cameras, film, and camera accessories may also be sold.

Questions

1. What one word sums up why customers like videos, cameras, and small electronics to be included in a store?
2. What are the two ways that stores make video rentals more convenient to their customers?
3. What items and services may be offered by a camera department?
4. What is the advantage of requiring people who rent videos to have membership cards?
5. What is an advantage to offering one-hour film processing?
6. Why is it important to know and remember what times of the year are peak picture-taking times?
7. List some items of merchandise which might be in a combined electronics-camera department.

Activity

Do the following activity and answer the questions by using appropriate thinking skills, such as analysis, synthesis, and evaluation.

Visit a supermarket and report on the following facts. Does the store have three separate departments for video equipment, cameras, and small electronics, only one or two separate departments, or does it combine two or more into one department? Where is each department located, and why do you think it is there? What merchandising and promotional methods are being used in the department(s)?

6

Health Foods

Objectives: After completing this assignment, you should be able to—

1. *name the supermarket departments in which the trend toward healthier products is most obvious;*
2. *discuss three methods a supermarket could use to encourage people to cook with lean cuts of beef;*
3. *name the most common low-fat alternative to beef, and two less typical alternatives;*
4. *name three types of products that might be offered in the deli department which illustrate the trend toward healthier eating;*
5. *name four bakery items which can be made with whole-grain ingredients as well as white flour;*
6. *name two recent additions to some produce departments which promote good health;*
7. *discuss four merchandising methods which could be combined in a special promotion for good health;*
8. *analyze how supermarkets are responding to health-conscious customers; and*
9. *develop and explain ways to merchandise to health-conscious customers.*

Increased awareness of health issues over the last ten to fifteen years has resulted in increased demand from consumers for healthier foods and other supermarket products. To meet this growing demand, many supermarkets today offer healthier options in several different departments. The departments where the trend toward good health will probably be most obvious are:

- meat/seafood
- deli/bakery
- produce
- frozen foods
- pharmacy/cosmetics

In each of these, there are a number of examples of the ways in which today's supermarket has

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responded to the continuing trend toward healthier living (Table 1).

In the meat department, consumers today will usually find more low-fat, low-cholesterol options than they have in the past. Many supermarkets now feature more lean cuts of beef, such as flank steak, and may promote them through the use of signage which calls attention to the fact that they are low-fat, low-cholesterol alternatives.

Because lean cuts of beef have less fat, they can also be less tasty and tougher than other cuts if they are not prepared properly. To encourage consumers to try them, some supermarkets promote them through comprehensive merchandising programs that emphasize customer education. The stores sponsor demonstrations of proper cooking methods for lean cuts, give away recipes and informational literature, and offer samples of dishes prepared with leaner meats.

The meat department may also respond to the demand for healthier choices by offering more nonbeef products that are known for their low-fat qualities. Chicken is one of the most popular, because it is versatile and easy to prepare, and customers are already familiar with it. Less typical alternatives which are showing up include venison and buffalo. When foods like these are available, customer education efforts are usually essential, because most people are less familiar with them and ways to prepare them than they are with chicken and beef.

Some meat departments also emphasize healthier living by offering beef, chicken, and other meats which are certified by the United States Department of Agriculture (USDA) as "natural." This means the meat comes from animals which were raised without the use of growth hormones, steroids, antibiotics, or tranquilizers

TABLE 1

Trends Toward Serving Health-conscious Consumers in Supermarket Departments

Department	Trends
Meat/Seafood	• Leaner cuts of beef • Leaner alternatives to beef (e.g., chicken, venison, buffalo) • USDA "natural" meats • Expanded seafood departments
Deli/Bakery	• Low-fat processed meats (e.g., sausage, cold cuts) • Nitrate-free, nitrite-free meats • Low-fat cheeses • Salad bars • Whole-grain baked goods
Produce	• Juice bars • Organically grown items
Frozen foods	• More low-fat, low-calorie frozen entrees and dinners
Pharmacy/Cosmetics	• Expanded vitamin section • Allergen-free, additive-free personal-care products (e.g., cosmetics, lotions, etc.)

and that there are no other additives or synthetic chemicals in the meat.

The growing popularity of seafood departments in supermarkets also reflects the trend toward healthier eating. Seafood of all kinds is generally extremely low in fat and cholesterol and rich in vitamins and minerals. Some types of seafood also contain omega-3 amino acids, which, according to some medical studies, may actually help lower blood cholesterol levels. Almost every supermarket today includes a large, well-stocked, well-promoted seafood department, as described in Assignment 10.

Prepared meats, such as sausage and cold cuts, are also now available in low-fat varieties, not only in the meat department, but in the deli department as well. Some meat departments and deli departments offer meats that have been cured or prepared without any artificial ingredients. Two examples of these are bacon made without nitrates or nitrites and sausage made without nitrites, fillers, or colorings. Many supermarket deli departments also offer a range of cheeses made with low-fat milk or skim milk instead of whole milk. In addition, more and more deli departments have installed salad bars for the convenience of health-conscious consumers.

In the bakery, more wheat, oat bran, and other whole grains are being used to make traditional baked goods such as bread, rolls, bagels, or muffins. Bakeries usually offer both the white-flour and whole-grain versions of these typical goods, so that the consumer always has a choice.

Produce is the category of food which has traditionally been perceived as healthy and "good for you," even in the days before there was so much awareness of options for healthier living. Still, there have been some changes in the produce department that reflect the increased demand for healthy foods. For example, some supermarkets now have juice bars in or near their produce departments, where a variety of citrus juices, fresh-squeezed in the store, is available. Some produce departments may also have a selection of organically grown, chemical-free fruits and vegetables available for the health-conscious customer.

A natural outgrowth of the emphasis on health today is an emphasis on freshness. In fact, the majority of the departments which have been influenced by the trend toward good health are departments which sell fresh products, or "perishables," as they are known in the supermarket business. Because consumers associate freshness with healthfulness, fresh foods in the meat/seafood, bakery/deli, and produce departments should be displayed in such a way that their freshness and quality are maintained and emphasized. Foods on display should look fresh at all times, and items which are subject to spoilage in high temperatures should be kept chilled or iced. Employees of departments that sell fresh foods must follow strict guidelines for storing and displaying foods to maintain their freshness and avoid spoilage.

The trend toward healthier living is evident even in departments which do not sell perishables. In the frozen-foods department, more and more freezer space is dedicated to prepared meals which are low in calories, fat, and/or cholesterol. This reflects the response of many national food manufacturers to consumer demand for healthier foods. Virtually every major manufacturer of frozen meals today offers a line of "light" or "slim" products to be distributed through supermarket sales.

In the pharmacy, increasing varieties of vitamin products are available, which illustrates the influence of the trend toward better health. In cosmetics, consumer concerns about health have resulted in the availability of more personal-care products which are allergen-free or free of artificial and chemical additives.

The trend toward health presents a number of excellent promotional opportunities for the creative supermarket merchandiser. Because many different departments are involved, there are countless opportunities for cross-selling, especially through seasonal or other theme-oriented displays. For example, there might be a prominent summertime display on how to keep healthy in the heat. It could promote sunscreen products from the cosmetics department to address concerns about skin cancer; fresh juices from the juice bar to encourage people to drink plenty of liquids; and ice chests and food containers from the housewares department to help people keep picnic foods fresh and safe.

Special promotions, such as a supermarket-sponsored "Health Week," can combine cross-selling, displays, demonstrations, and advertising to call consumers' attention to health-oriented products. Stores might even bring in outside professionals to offer their services to customers during the promotion. For example, during Health Week, there could be a nutritionist in the store distributing information on how to prepare healthy meals; a masseur or masseuse giving free

ten-minute neck or foot massages; and a nurse offering cholesterol screenings.

Questions

1. In what departments is the trend toward health products most obvious?
2. Why are so many of the products that reflect the trend toward healthier living located in supermarket departments that sell perishables?
3. How can the meat department encourage people to try less familiar low-fat alternatives to beef?
4. What is one of the most common low-fat alternatives to beef? What are two less typical alternatives?
5. What does it mean for a meat department product to be certified as "natural" by the USDA?
6. What are three deli products that illustrate the trend toward healthier eating?
7. What are four bakery items which can be made with whole-grain ingredients as well as white flour?
8. What are two recent additions to some produce departments which promote good health?
9. What is organically grown produce?
10. What are four merchandising methods which could be combined in a special promotion for good health?
11. Which nonperishables departments are likely to place an emphasis on options for healthier eating and living?

Activities

Do one or more of the following activities and answer the questions. Make one or more reports, using the skills of analysis, synthesis, and evaluation.

1. Go to a supermarket and see which departments offer products or services which illustrate the presence of more health-oriented items in today's supermarket.
2. Do the departments promote the items in any special way as health items? If not, can you think of ways they could be merchandised to tie in with the trend toward good health? (For example, if there is a juice bar, is there signage promoting the health benefits of drinking fresh juice?)
3. Find out if the meat department, produce department, or deli department of the store you visited offers any "natural" foods, such as chemical-free meats or organically grown fruits and vegetables? If not, see if you can ask an employee or manager why. (It may be because there is less demand for it among that particular store's customers, or because it costs more than customers are willing to pay.)
4. After getting an idea of the various types of health-oriented food and nonfood items at the supermarket you visit, try to come up with a special health-oriented display idea that involves cross-selling items from at least three different departments.

7

Floral/Gift Departments

Objectives: After completing this assignment, you should be able to—

1. *name three categories of merchandise generally offered in a supermarket's floral department;*
2. *discuss four skills that an employee must have to work successfully in the floral department;*
3. *give four specific examples of customer service in the floral department;*
4. *explain three merchandising techniques which are commonly used to sell supermarket items as gifts;*
5. *provide an example of each of the three merchandising techniques used to sell supermarket items as gifts;*
6. *list three ways in which gift catalogs offer convenience to the consumer;*
7. *analyze ways that stores are merchandising floral and gift items; and*
8. *develop and explain other ways stores might be merchandising floral and gift items.*

Many supermarkets today have added flowers and gifts to the list of many nonfood items offered for the customer's convenience. Today's busy consumer can save time and trouble by picking up a gift or bouquet during a regular trip to the supermarket. In some cases, the customer can even order special floral or gift items from the supermarket by telephone or mail order.

Floral Department

The merchandise in a supermarket's floral department typically includes cut flowers, potted plants, and floral arrangements, which customers may purchase for their own enjoyment or as gifts. Some supermarket floral arrangements are created especially for gift-giving, with colorful

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helium balloons on which there may be printed birthday greetings or references to other special occasions.

Layout and display techniques are very important in the floral department, because most people associate flowers and plants with freshness, color, and abundance. Often, a supermarket's floral department is near the produce, where these same qualities are important to the customer.

Maintaining an attractive display of merchandise is a constant challenge to the person who works in a supermarket's floral department. In the effort to stress color, freshness, and abundance, the floral staff must be careful not to order excessive inventory. Ideally, there should be enough inventory to maintain an attractive, abundant display, but not so much that goods go unsold because they are no longer fresh and healthy.

When floral departments find themselves with more inventory than they need, sale promotions and displays may be used to sell the products. For example, a colorful display of cut carnations, specially priced and bundled by the dozen, might be placed near the store's entrance to attract the attention of customers entering or leaving the store. Sale promotions and displays in this department may also be seasonal in nature. At the beginning of spring, for example, a display of potted plants might be placed at the end of the aisle where lawn and garden tools are sold, to attract the attention of people who have a special interest in planting and gardening.

Because flowers and plants are perishable, workers must know how to store and care for them properly. Flowers are usually kept refrigerated until it is time to display them, since refrigeration helps prolong their freshness. Workers must therefore be familiar with the operation of the refrigeration facilities where floral inventory is stored. In some stores, the customer display itself includes attractive glass-fronted refrigerators for cut flowers and flower arrangements; this equipment must be kept clean and well-maintained. Workers must also know how to care for potted plants. Unlike flowers, plants do not normally need refrigeration. However, they do require proper moisture levels and regular care in order to thrive.

Floral department employees must be able to prepare attractive floral arrangements and displays skillfully and quickly. This requires training in creative display and arrangement techniques, as well as instruction in the safe and proper use of cutting implements such as knives and scissors.

Because most people who work in supermarket floral departments have a great deal of customer contact, good customer service in this area requires a pleasant, positive attitude, as well as a certain amount of expertise. For example, a customer may inquire about the proper care of a new plant or a bouquet of flowers, and the floral department representative must be knowledgeable enough to assist. In some departments, a customer may have the option of ordering a custom floral arrangement, and the employee must be able to communicate effectively enough to ensure that the arrangement will satisfy the customer's expectations. In departments that offer the highest level of service, a customer could call in an order for a delivery of flowers, and employees must be able to handle such calls efficiently and accurately. Employees might even be called upon to present in-store demonstrations on flower arranging.

The successful operation of a supermarket's floral department obviously requires a great variety of skills. Employees must be able to order inventory accurately, care for delicate merchandise properly, present products creatively and attractively, and serve customers pleasantly and knowledgeably.

Gifts

With the great variety of merchandise available to supermarket customers today, items which are suitable for gift-giving can be found in many different departments. (See Table 1.) For this reason, supermarkets often do not have "gift departments" as such. Instead, they use merchandising techniques to promote items from various departments as gifts, particularly during holidays. The following merchandising techniques are commonly used to sell various items in the supermarket as gifts:

- suggestion selling
- displays
- special promotions

Suggestion-selling techniques for promoting gift items can be built around virtually any theme. In June, for example, signage and displays with the theme of "gifts for him" might

TABLE 1
Floral and Gift Items:
Typical Special-Event Promotions

Month	Occasion	Types of Items	Merchandising Methods
February	Valentine's Day	• Cut flowers, flower arrangements • Gifts: candy, cologne, gift baskets	Advertising, department displays, department signs, cross-selling, suggestion selling
May	Mother's Day	• Cut flowers, flower arrangements • Gifts: candy, cologne, hardware, housewares, gift baskets, custom-baked cakes	Advertising, department displays, department signs, cross-selling, suggestion selling
June	Father's Day	• Gifts: cologne, hardware, housewares, gift baskets, custom-baked cakes	Advertising, department displays, department signs, cross-selling, suggestion selling
November	Thanksgiving	• Floral centerpiece arrangements • Gift: wine; deli, bakery, meat department items; party platters	Holiday catalogs, sampling, advertising, department displays, department signs
December	Christmas	• Potted plants (poinsettias), floral centerpiece arrangements Gifts: wine; cologne; toys; hardware; housewares; gift baskets; deli, bakery, meat department items; party platters	Holiday catalogs, sampling, advertising, cross-selling, suggestion selling, department displays, department signs

direct shoppers to a variety of departments, such as sporting goods or videos, that carry items which would make appropriate Father's Day gifts.

The use of displays is also an excellent method for selling gifts. A floral-department display of long-stemmed red roses, attractively arranged and specially priced, can be used to attract the attention of shoppers on Valentine's Day.

Gift catalogs have become important merchandising tools for many supermarkets, especially during major holidays. Gift catalogs offer the ultimate in convenience to the busy shopper. They are delivered directly to the home, where the buyer can browse through them at his or her leisure and, in some cases, even order gifts by phone or mail and charge them by credit card. Furthermore, many of the items in the catalogs

are so attractively packaged that they need no further wrapping.

Although gift catalogs generally fall into the merchandising category of special promotions, they also demonstrate a form of cross-selling, because they frequently feature gifts which have been created by combining products from several different areas. For example, you might not think of tortilla chips, cheese sauce, and jalapeño peppers as gift items until a supermarket artfully arranges a combination of the three in a straw basket and calls it a "A Taste of Texas."

The creative merchandiser can generate a virtually endless variety of gift ideas this way. For example, an upscale catalog might feature imported caviar, smoked salmon, and champagne in an elegant container, or fresh fruit and a small arrangement of delicate flowers in a wicker basket. A less extravagant catalog might offer an attractive coffee mug or drinking glass filled with inexpensive, individually wrapped chocolates, or a variety of pasta, spices, and canned tomato products, along with an Italian cookbook. Both catalogs would probably offer gift baskets of assorted deli items, such as smoked meats and cheeses, perhaps combined with a variety of crackers and specialty breads from the bakery.

Questions

1. What is the major factor in the growing popularity of flowers and gifts as supermarket items?
2. What products are generally available in the floral department of a supermarket? What special services may be offered there to customers?
3. What are three of the merchandising methods used to promote the floral department?
4. What kind of skills and training would someone need to work in the floral department?
5. Give four examples of customer service in the floral department.
6. What is the advantage of relying on merchandising techniques to sell gifts, rather than having a gift department in one location within a supermarket?
7. What are the merchandising techniques used to sell supermarket items as gifts?
8. List three ways in which gift catalogs offer convenience to the consumer.
9. What role does creativity play in merchandising gift items in a supermarket?

Activities

Prepare one or more reports, based on the activities and questions which follow. Use the skills of analysis, synthesis, and evaluation.

1. Visit three different supermarkets and determine where the floral merchandise is located. Is it all in one floral department, or is some merchandise in other areas of the store? If so, what items have been moved, and where have they been placed? Can you figure out why they are where they are? How is the merchandise displayed in the floral departments you visited? Are there refrigerated displays in the customer area? If not, how are cut flowers displayed?
2. In at least one of the stores you visit, walk through as many departments as you can and make a list of products that you think would sell well if they were promoted as gifts. You will probably find that most of the items on your list come from the cosmetics and housewares departments. Do any other departments in the store have items with potential as good gifts? If so, which ones?
3. Use your imagination to think of things from at least three different departments in one of the stores you visited that could be combined to create a unique gift package.

8

Deli/Bakery Departments

Objectives: After completing this assignment, you should be able to—

1. *discuss three categories of food that are sold in a deli department;*
2. *name the three types of service that a deli can offer;*
3. *discuss three merchandising techniques used in the deli department;*
4. *give the two major customer benefits of the deli department;*
5. *discuss at least three skills an employee of the deli department needs in order to do a good job;*
6. *list the seven types of baked goods typically sold in a supermarket bakery;*
7. *discuss three merchandising techniques used in the bakery department;*
8. *give three examples of the use of display merchandising in the promotion of bakery goods;*
9. *analyze merchandising methods being used by a deli/bakery department; and*
10. *develop and explain other merchandising methods that might be used.*

The delicatessen and bakery departments in today's supermarket represent interesting combinations of the old and the new. Like traditional delicatessens and bakeries, which have been around in one form or another for centuries, they feature attractive displays of specialty foods and offer the customer a high level of personal service. Unlike the traditional delicatessens and bakeries, however, they are not individual specialty stores. Rather, they are departments within a supermarket that have been created primarily in the interest of customer convenience. With deli and bakery departments conveniently located in the supermarket, today's customer need not make special trips to separate stores to purchase deli foods or baked goods.

Deli Department

A typical deli department in a modern supermarket offers the customer a variety of prepared foods, including specialty meats and

cheeses, sandwiches, pasta salads, and other cold dishes. Many deli departments today also offer a selection of hot entrees and side dishes. More and more deli departments are expanding to include fresh microwaveable entrees, as well. Deli items are traditionally sold on a take-out basis, although some deli departments have a dining area available for customers who wish to eat on the premises.

The deli department often features both full-service and self-service areas (fig. 1). In the full-service area, foods are displayed behind glass, with customers indicating their selections to an employee behind the counter. Full-service cold foods are usually priced by the pound and available in whatever quantity the customer wishes to buy. Full-service hot foods are usually served cafeteria-style and sold in predetermined portions.

Fig. 1. Delicatessens bring people into the store for delicious ready-to-go meals. Sometimes people can eat in the store—and then resume their shopping.

In the self-service area, foods are packaged in containers which have been weighed, priced, dated, and placed in accessible, refrigerated bins from which customers can serve themselves. Because the foods are prepackaged, self-service customers do not have the option of specifying the amount they want to buy.

Within the supermarket business, there is a broad range in the variety of deli foods offered, the size of the department, and the amount of space available for customers who wish to eat on the premises. The deli department in a small supermarket might simply consist of one five-to six-foot full-service counter staffed by one person, with no area dedicated for eating on the premises. The limited space in such a facility would probably limit the variety of offerings to a basic selection of meats and cheeses and a few prepared salads.

In a very large supermarket, the deli area could include a massive island-style counter for full service, with as many as eight employees, as well as a separate self-service area and a separate dining area where hot foods were served. The full-service counter could be expected to offer a full array of prepared meats and cheeses and dozens of prepared salads and other cold dishes.

The vast majority of supermarket deli departments fall somewhere between these two extremes. A typical department will have one or two full-service counters for prepared cold foods, one or two self-service areas, and a full-service hot-foods counter, perhaps with a small dining area nearby.

Because consumers tend to be extremely health-conscious today, deli departments, like other food departments in supermarkets, try to stress good nutrition and low-fat, low-salt options. This can be difficult in the deli department, however, since many traditional delicatessen foods (such as smoked meats and cheeses) are typically high in fat and salt. A number of deli departments now stock lower-fat versions of these specialty foods in response to consumer demand for more healthy choices. Many also feature self-service salad bars.

A number of different merchandising techniques are used in the deli department to attract customers. Cross-selling is extremely popular, with deli displays that feature, for example, chips, crackers, and other items from nondeli departments. Through sampling, customers can taste featured items before they buy; some deli departments even have a standing policy of offering customers a "free taste" of any item on display, anytime. Special promotions often feature the deli department prominently, particularly during the holidays, when there is the greatest demand for smoked meats and other specialty foods. Specialty meats and cheeses from the deli are frequently combined in attractive gift packages which may be sold in the department or through a supermarket's holiday gift catalog. The deli department is also usually the source of items for party platters from the supermarket's catering department.

Quality and convenience are the two major benefits to the customer of a deli department. For this reason, appealing presentation of products and good customer service are extremely important in this department. Attractive presentations of fresh, appetizing foods convey a message of quality. Some deli departments even employ full-time food stylists to arrange prepared foods for maximum visual appeal.

Efficient and reliable over-the-counter employees ensure that customers receive the quick, convenient service they want. Employees in the full-service cold-foods area must have extensive product knowledge, in order to answer customers' questions about the items on display. They must be able to slice foods to customers' specifications in the requested amounts, and, in order to do this, they must be able to operate slicers and other equipment safely. They must also know how to handle and store foods properly and how to maintain sanitation standards, both at the counter areas and in the preparation and storage areas which the customer does not normally see.

If the deli department also offers hot prepared foods, employees must have even more skills. They must know how to operate additional equipment, such as ovens, and how to maintain foods at proper temperatures. Most of all, since the department is essentially competing with restaurants for the customer's dining-out dollar, they must be particularly good at providing fast, friendly service.

Bakery

A supermarket bakery, which, like the deli, is usually a combination of full-service and self-service areas, typically offers a complete line of freshly baked goods, including breads, rolls, cakes, cookies, doughnuts, and muffins, as well as specialty items, such as wedding cakes or other custom-decorated cakes (fig. 2). Because, like the deli department, the bakery faces the challenge of attracting health-conscious customers to an area traditionally associated with high-fat foods, today's supermarket bakery also offers many health-conscious options to the consumer, from muffins and breads made with whole grains to low-cholesterol angel food cakes.

With its wide variety of goods, the bakery attracts customers with many different needs.

Fig. 2. Bakeries provide additional profit, both from what they sell and from the people they attract to the store.

People who come to the bakery may be buying rolls for that night's dinner, ordering a cake for an office birthday party, or just deciding on the spur of the moment to have a cookie.

Because there are many different reasons that people come to the bakery, a variety of techniques is used to merchandise bakery items. Sampling is an excellent way to attract the casual buyer who stops by without any particular purchase in mind. Advertising in the media and in supermarket catalogs is a good way to make people aware of special services like custom baking and custom decoration.

Displays which enable the supermarket to feature different items prominently are extremely important merchandising tools in the bakery. By featuring fresh rolls and loaves of bread in adjacent displays, for example, the supermarket makes it easy for the person who wants to buy bread for dinner to get what he or she wants. Display layout can also be used to direct a shopper's attention to other appetizing items. For example, if a display of assorted cakes is placed near the bread, the shopper who came in for bread might also decide to purchase a cake for dessert. Finally, displays can be used to feature specially priced items. Day-old goods, for example, may be marked down for quick sale and featured in a prominent display. Sometimes, these types of

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displays are located in an area of the store other than the bakery, such as near the checkout area, to call special attention to them.

Working in the bakery requires a variety of skills. The baking is done on the premises, so skilled workers are needed who can properly operate the heavy-duty mixing equipment and ovens. People working at the full-service counters must be skilled at customer relations. Presentation and display of merchandise is as important in the bakery as it is in the deli or the floral department, so employees must also be adept at creating eye-catching displays of fresh, appetizing baked goods.

Questions

1. Give the two major customer benefits of the deli department.
2. In what ways do the deli and bakery departments represent both the traditional and contemporary approaches to food sales?
3. What are three typical examples of the combination of deli foods and services that might be available in a supermarket?
4. Why are product presentation and customer service so important in the deli department?
5. List three merchandising techniques used in the deli department.
6. Why is sampling an important merchandising technique in the deli department and the bakery?
7. List the seven types of baked goods typically sold in a supermarket bakery.
8. Name three merchandising techniques used in the bakery department.
9. Give three examples of the use of display merchandising in the promotion of bakery goods.

Activities

Do one or more of the following activities and answer the questions. Make one or more reports, using the skills of analysis, synthesis, and evaluation.

1. Visit a supermarket with a bakery department to see how many different merchandising techniques you see being used to promote bakery items. Remember that bakery items may be promoted in areas other than the bakery itself.
2. Go to a small supermarket that has a deli department to see what products and services are offered. Is there anything unexpected, such as a salad bar or hot foods? If so, why do you suppose a supermarket with a limited amount of deli space would devote attention to "extra" items like these?
3. At the bakery department you visited in Activity 1 and the deli you visited in Activity 2, did you notice any goods whose displays emphasized good nutrition? What were they?
4. If you were in charge of planning a special display for the deli department, how would you cross-sell the deli foods with products from other departments in the store? Can you think of items other than chips or crackers that would be appropriate in a cold-foods deli display?

9

Catering and Takeout

Objectives: After completing this assignment, you should be able to—

1. *discuss the factors customers are looking for in catering and dining services;*
2. *list some of the services offered by a take-out or dine-in department;*
3. *define the jobs important in this department;*
4. *explain how sampling can help promote prepared foods;*
5. *explain the various levels of service that can be provided by a catering department;*
6. *discuss ways to promote a catering service;*
7. *discuss special considerations for a catering department;*
8. *explain how departments merchandise these products and services;*
9. *develop and explain plans for a catered event; and*
10. *analyze the demographics of an area, and decide how they should affect a store's merchandising for catering and takeout.*

Service is the underlying purpose of a catering or take-out department in a supermarket. As with many specialty departments, the demographics of an individual store's market are key to what is done. For example, if the area has many young working people, two-career families, or older people living on their own, this can be a very successful department. These people will be looking for convenience and time-saving for everyday meals, which a take-out service can provide, and for convenience and assistance with entertaining and more lavish meals, which catering services can provide.

Because both catering and takeout offer prepared foods, this department is often combined with a bakery or delicatessen department, where there are staff and equipment already in place. Takeout, however, may involve more elaborate offerings than those of a typical bakery or deli, and there may be additional services such as

taking phone-in orders, offering prepackaged meals for peak-demand times (lunch and dinner), and even in-store dining.

Many of today's supermarkets have areas for dining right in the store. Simon David stores, for example, in Austin and Dallas, Texas, have dining areas with both deli-style and cafeteria-style serving. The Austin Simon David store serves an a la carte breakfast buffet, including made-to-order omelettes and waffles, from 7 to 10 A.M.; a luncheon buffet with salads, sandwiches, hot entrees, soups, breads, beverages (including wine and beer by the glass), and desserts from 11 A.M. to 2 P.M.; and an a la carte dinner buffet with daily entree specials from 5 to 8 P.M. daily. Newer, larger H.E.B. grocery stores in Texas also offer similar service. One H.E.B. store offers a salad bar, prepared salads, sandwiches, and pizza, along with the traditional deli offerings and a cafeteria area, twenty-four hours a day, seven days a week.

Some stores have even added drive-through windows to sell take-out foods. This enables the store to compete with the extremely successful fast-food market and makes it very convenient for shoppers to pick up breakfast or lunch.

Merchandise in this department is prepared fresh in the store, sometimes two or three times a day. A trained, skilled chef—a professional who selects the foods and directs their preparation—is essential to successful operation; in fact, Simon David has both an executive chef and a pastry chef.

Professional food stylists may be used to ensure that items are presented attractively. Food stylists consider such things as color combinations and garnishes for foods and serving platters in order to enhance their visual appeal (fig. 1). Our appetites are enhanced by both the way foods smell and the way they look, so presenting foods and dishes for maximum appeal will increase sales in this area.

Sampling can be an effective way to whet the appetites of shoppers and generate sales for this department. Staff behind the counters should be instructed in which foods can be sampled and how to offer samples appropriately. Particularly with new items, sampling can be very effective. Staff may even circulate through other parts of the store with samples of prepared items in order to attract customers to the department.

Catering services can run from the simple to the complex. At the simplest level are the many

Fig. 1. Effortless entertaining with an extensive selection of fine foods is promoted by Simon David, which features an array of party trays in its colorful catalog. Shoppers can even call for assistance in planning an event.

stores which offer party platters out of the traditional deli department. These are already prepared platters of cut meats and cheeses, fresh vegetables, or breads and crackers that are wrapped and then displayed for sale. The next step up from this level of catering service is to provide custom platters, for which customers can call and request specific items and amounts.

In areas where the demographics support an even higher level of service, stores are offering more elaborate catering. This can include event planning and consultation services by a professional, who will help customers select menu items and even plan events around particular themes. The planning for events can include help in selecting decorations, flowers, and even entertainment. The store will also prepare the menu as selected and may even deliver and serve the food at the event. This level of catering service is a serious commitment on the part of the store.

Once it is established through research of the customer base that there is demand for catering service, special marketing and promotion will be needed to generate business for it. Most stores have attractive brochures on their catering services. Doing an excellent job for each and every customer is one of the most important promotions for this kind of service: people ask their friends for recommendations on catering services, and guests at one event remember a catering job well done when it comes time to have their own event.

An in-store catering office or showroom is another effective way to market catering services. This is a place where customers can meet with staff, sample possible menu items, view presentations, and look at flowers, decorations, and photographs of past events. This facility may be located near a gift or greeting card department, to take advantage of any need for the items sold there. It will probably also be convenient to the deli, bakery, or in-store dining area to make it easy to show customers menu items and allow them to sample them.

A supermarket with a variety of specialty departments can take advantage of those departments in planning catered events—for example, by using choice meats and seafoods, as well as produce, baked goods, wine, coffees, and candies. Custom-baked goods will help bring in catering business for events such as weddings, birthdays, and other special occasions.

The catering staff, from planners to chefs to servers, must be professional and well trained, because they will be representing the store and the service to every person with whom they come in contact. Hiring professionals is also important from a health and safety standpoint: chefs and servers must know how properly to select, handle, and serve food to avoid any problems. All staff should be trained in appropriate areas such as food preparation, food safety, and health.

The store should also ensure that any required licenses, certifications, and insurance are in place and that they are current and adequate. Including wine and beer in catering services will require specific licenses and insurance as well.

Questions

1. What demographics are favorable for success in a catering or dining department?
2. What departments are typically combined with catering/dining facilities?
3. What staff people are important for in-store dining or takeout?
4. Why is presentation of food important?
5. What is the most basic catering service offered by stores? The most elaborate?
6. How are catering services marketed?
7. Why is it important to have professional staff handling catering?

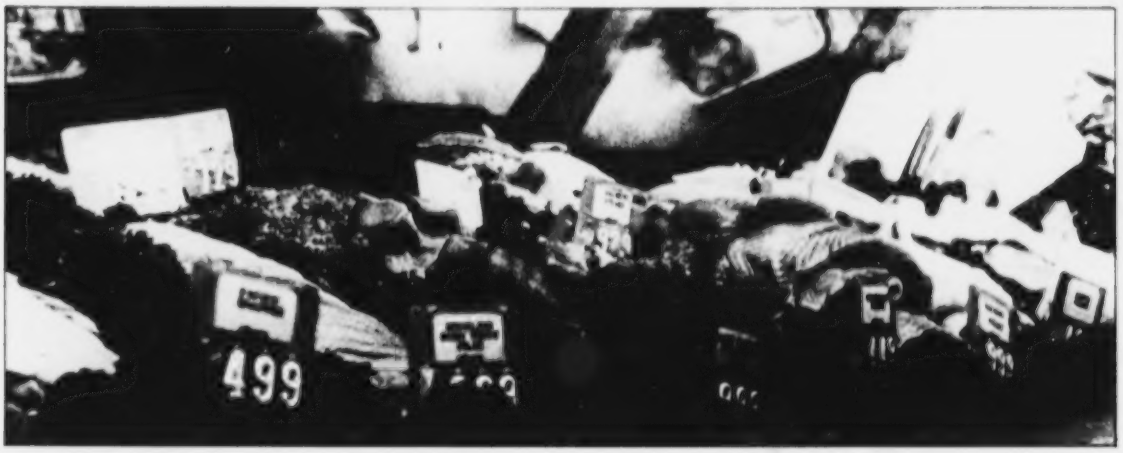
Activities

Do the following activities and answer the questions by using appropriate thinking skills, such as analysis, synthesis, and evaluation.

1. Make a report based on visit to a supermarket in your area that offers at least minimal catering and take-out services. Draw a simple floor plan of the store showing where this department(s) is located and what other departments are adjacent to it. Does this layout follow some of the simple rules presented in the assignment? Can you develop a better layout for the departments at this particular store?
2. At a supermarket, note how take-out, dine-in, and catering services are promoted. Note any signs, brochures, or other printed materials, samples or other methods. How does each method work? Can you suggest other methods to promote this store's services?
3. Taking into account the services available at a supermarket in your area, practice planning for a catered event. Your event could be a birthday party, wedding, office party, or other special event. Come up with a menu (including foods and items available at the store), decorations and flowers (also available at the store), and other details of the event. Are the services of this store complete enough to handle your event? If not, what services are missing?
4. Collect information on the demographics (statistics on the general population of your town, such as age, sex, income, and occupations) of your area supermarket. These are available from the local chamber of commerce and the library. Using the information you find, report on which dining and catering services would be successful at the supermarket and explain why. Does your local supermarket offer these services? Which services would prove unsuccessful? Why?

10

Specialty Meats and Seafood



Objectives: After completing this assignment, you should be able to—

1. *discuss the areas in a typical meat department;*
2. *give the four major categories of meat;*
3. *discuss specialty items offered in the meat department;*
4. *explain considerations for layout of the meat department;*
5. *give examples of seasonal promotions in the meat department;*
6. *explain four reasons why seafood has become so popular among consumers;*
7. *discuss examples of promotion methods in the seafood department;*
8. *list considerations for display in seafood departments;*
9. *discuss considerations in layout of the seafood department;*
10. *name areas of product knowledge that an employee of the seafood market should have;*
11. *explain three specific presentation techniques that are used to make seafood displays more interesting to customers;*
12. *analyze and evaluate the layout and merchandising techniques used in a meat department; and*
13. *analyze and evaluate the display and promotional methods used in a seafood department.*

Because traditionally meat has been one of the primary parts of our meals, the meat department in supermarkets has always been important. In recent years, as Americans have become both more health-conscious and more interested in convenience, they have also become interested in a wider variety of meat and seafood products. Busy working people like to treat themselves fairly often to something special. In response, supermarkets have added or expanded seafood departments, have begun offering more gourmet cuts of meats, and have found other

ways to cater to customers in these departments.

The Meat Department—Overview

The meat department typically includes four areas: the retail area, cooler, cutting room, and packaging area. Customers usually see only the retail area, although in some stores parts of the cutting or packaging areas are visible. Especially if the store custom-cuts meats or offers other services such as smoking meats, allowing customers to view this area can create an atmosphere of special service.

The four major categories in most meat departments are:

- fresh meats, such as beef, pork, poultry and fish;
- cured and smoked meats, such as corned beef, sausage, and bacon;
- canned meats, including hams and luncheon meats; and
- frozen meats, including portion servings and fresh meats that have been frozen.

Specialty Meats

In today's supermarkets, gourmet or specialty meats may include glazed and cut hams, wild game, cured and uncut bacon, and smoked turkeys. Fish may be located in a separate seafood department.

Regardless of what is stocked, there are some important considerations in the layout of the meat department. For one thing, employees must be able to move stock efficiently from the receiving to the display area, since most meat must be kept at specific temperatures. Moreover, in the cutting and packaging areas, safety is a consideration: special equipment is needed, such as nonslip floor covers, and the employees in this area must be trained to use machinery and equipment.

A third consideration is sanitation, which is important both to avoid health problems and to improve sales. Freshness dating and rotation of stock, which are done for reasons of both safety and sanitation, are particularly important with meats. Customers are especially sensitive to cleanliness and appearance in a department such as this, where the food is not prepackaged, canned, or boxed.

There are several logical ways to group meats. One way is to group together different types of meats or commodities—that is, all cuts and packages of beef would be in one area, pork in another, chicken in another. Another way is to group them by color, with red meats in one area and pink meats in another. Or the department may be organized by cooking methods, with, for example, all meats for roasting in one area and those for frying in another.

Each store should use the layout that best suits the needs of its customers. Your store can identify its best layout through trial and error (monitoring sales and the formal or informal responses of customers). Whatever the layout, all cuts should be clearly marked and priced.

Seasons and holidays are always important in the meat department, more so if the store offers gourmet meat items or special cuts and preparation (fig. 1). Some obvious examples are turkeys at Thanksgiving, hams at Easter, and steaks for grilling in the summer. Depending on the needs and preferences of its customers, a store may offer precooked or smoked turkeys, sliced hams, and marinated steaks at these times, with special merchandising and promotion. Other merchandise can be tied in and promoted along with the specialty meats. For example, together with steaks for barbecue, you might display barbecue sauce and seasonings and even mesquite chips and barbecue tools.

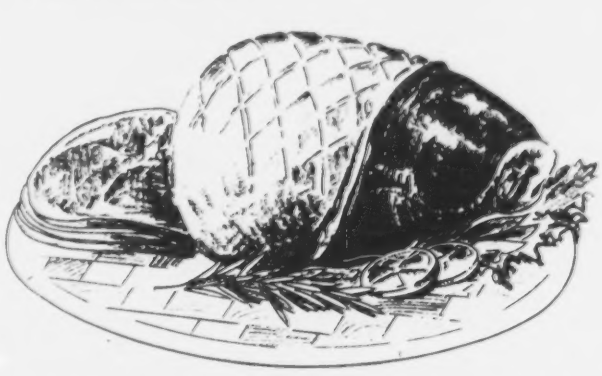


Fig. 1. Special cuts of meat can assume a gourmet and gift image when packaged attractively and featured in a supermarket's catalog. Simon David has put out a "Gifts for All Occasions" catalog with color photographs, a convenient order blank, and even an 800 number for toll-free calls seven days a week.

Customer service can be an important factor in any meat department. Even if special cuts, packaging, and handling are not offered, customers will welcome information on cooking and serving meats and on appropriate foods to accompany them. Most people are not very knowledgeable about meat and will need guidance in choosing types and cuts.

Leaner types and cuts of meats can be promoted as a group. In recent years many people have changed their perception of red meat. While it used to be considered healthy to eat it often, most people now try to limit their consumption. Offering cuts with less fat or no fat, and clearly labeling them as such, can boost sales to health-conscious customers. The department may have a special area devoted to lean meats, which can be promoted through signage, recipes, and other methods.

Seafood

Seafood has grown in popularity in recent years for four important reasons. First, virtually all types of seafood are low in fat and calories and rich in vitamins and minerals. This is important because of today's health-conscious consumers. Second, seafood is easy to prepare, an important consideration for busy people. Third, seafood generates very little waste, as it has no gristle, fat, or large bones. Finally, seafood offers great variety to consumers looking for new and interesting tastes. There are dozens of species of seafood and almost as many ways to prepare them. In summary then, the four reasons seafood has grown in popularity are its (1) contribution to good health; (2) convenience; (3) minimal waste; and its (4) variety. Let us examine each of these reasons to see how it affects the way seafood is presented and sold in today's supermarket.

The consumer who is health-conscious places a high value on freshness and quality. The area in which seafood is presented to them must be kept very clean and neat, and the merchandise itself must look as fresh as possible. Many seafood departments display fish, shellfish, and other types of seafood on beds of ice behind glass to emphasize freshness and quality. Avoiding spoilage is very important. Employees must know proper storage methods for keeping seafood from spoiling, and they must be able to recognize signs of spoilage if it does occur.

Although seafood is quick and easy to prepare, many people are less experienced at cooking seafood than they are at cooking beef or chicken. This is why customer education is important in the seafood department. Various merchandising techniques, such as in-store demonstrations of grilling, poaching, baking, and pan-frying, can be used to educate customers about the various ways to prepare fish. (Cooking demonstrations can be particularly effective if they are combined with sampling and free recipes.) Another effective demonstration technique is to show videotapes of well-known chefs preparing simple, delicious meals with seafood. Employees of the seafood department must have sufficient product knowledge to answer questions from curious customers about how to prepare certain varieties of seafood or cuts of fish.

The fact that seafood generates very little waste makes it an excellent value for its price. Many customers perceive seafood to be more expensive than beef or chicken, since it often costs more per pound. However, the customer gets more out of each pound of seafood, since it does not contain large amounts of inedible bone, fat, or gristle. Employees of the seafood department must understand this value benefit and be able to communicate it to the customer.

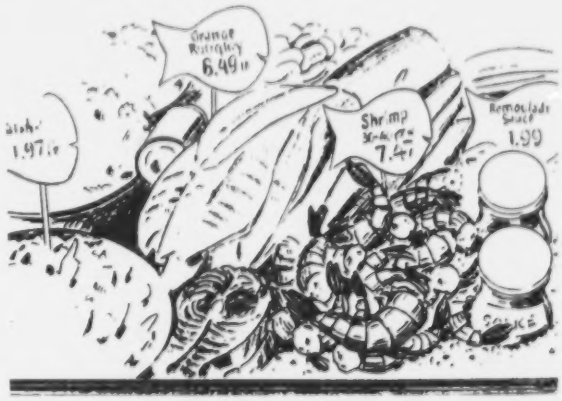


Fig. 2. A typical seafood display

Supermarkets must also educate customers about the variety of seafood available today and encourage them to try new kinds. A typical display of fresh seafood (fig. 2) should include several kinds of fresh fish, from light, mild varieties like roughy and catfish to darker, more strongly flavored types such as salmon and tuna. Different cuts of fresh fish, such as fillets and steaks, should also be displayed. A variety of

shellfish should be presented, including several sizes of shrimp. (Some supermarkets even include live lobsters in their shellfish selection.) Employees should be familiar with the different types of seafood available and their general characteristics, such as flavor and nutritional value, so that they can answer any questions customers may have about unfamiliar items.

The way the seafood department displays its products can communicate not only the variety of seafood, but also the variety of preparation methods. Fillets which have been marinated and pieces of fish which have been arranged on skewers can be presented as ready for grilling. Prepared dishes, such as dips and salads, can also be displayed. In addition, sampling can encourage customers to try prepared items.

In order to attract and keep the customer's attention, seafood displays must be colorful and interesting. There are many ways to make the seafood display look appealing, such as placing items with contrasting colors next to each other, garnishing the products on display with lemons or greens, or placing attractive identifying and price signs within the display, stuck directly into the ice. Employees in the seafood department must know how to set up displays, keep them full and fresh, and close them down at the end of the day.

Questions

1. What four areas are typical in a meat department?
2. What are the four major categories in most meat departments?
3. What are some specialty items in the meat department?
4. What considerations are important in the layout of the meat department?
5. What are some of the typical ways to group meats?
6. Give some examples of seasonal promotions in the meat department.
7. Why is customer service important in the meat and seafood departments?
8. What makes seafood a good choice for the health-conscious customer?
9. Why is seafood a good value even though it costs more per pound than beef or chicken?
10. List the four reasons seafood has become so popular among consumers.
11. Give examples of promotion methods in the seafood department, especially display methods.
12. Tell what product knowledge an employee of the seafood department should have.

Activities

Do one or more of the following activities and answer the questions. Make one or more reports, using the skills of analysis, synthesis, and evaluation.

1. Visit a meat department at a local supermarket. What method of layout is used? Talk to the meat manager and ask: Does this store change the layout periodically? Why or why not? Why is the particular layout seen at this time being used?
2. After asking questions or doing other research, answer these questions: How are meat products grouped in this department? Do you think this is the most effective way? Why or why not?
3. After asking questions or doing other research, answer these questions: What sorts of merchandising techniques, such as signage, seasonal displays, and promotions, are visible in the meat department? Can you think of other techniques that could be used? Consider the customer base of this store in your answer.
4. Visit a store with a seafood department. How much variety do you see in the presentation of the products behind the glass? Take into account the different types of seafood displayed, the different preparation methods suggested by the presentation, and the offerings, if any, of prepared foods such as dips and salads. Do you think the store's presentation of its seafood is effective?
5. What methods are being used in the seafood department to promote the merchandise? Note whether you think they are effective.

11

Courtesy Services

Objectives: After completing this assignment, you should be able to—

1. *list ten common examples of courtesy services a supermarket might provide to its customers;*
2. *discuss how supermarkets and other organizations cooperate to provide these services;*
3. *discuss three skills an employee who works in the courtesy booth should have;*
4. *give three characteristics of good customer service in the courtesy booth;*
5. *discuss three reasons why a supermarket today would be less likely to provide grocery delivery service than it might have been in the past;*
6. *discuss two ways a supermarket that delivers groceries could handle customer payment;*
7. *discuss four factors that may help a supermarket make decisions about what courtesy services to offer;*
8. *analyze what customer services are offered by a supermarket, and how they are offered;*
9. *analyze supermarket advertising to see if it reflects customer services; and*
10. *evaluate the possibility of adding a service to a supermarket.*

As a result of today's emphasis on convenience, many supermarkets are offering customers a variety of special services. The customer who used to drive all over town to make copies, buy concert tickets, renew vehicle license tags, or run any number of other errands can now frequently take care of them at the supermarket. Here is a list of some of the services that might be available as a courtesy to supermarket customers.

- check cashing
- bill paying
- automated banking

- branch banking
- money orders
- grocery delivery
- package shipping
- notary service
- vehicle license tag renewal
- ticket selling

Courtesy services are usually a combination of services offered by the supermarket itself (for example, check cashing) and services (for example, selling concert tickets) offered by other organizations for which the supermarket acts as agent. These services are usually provided through a centralized courtesy booth within the supermarket, staffed by supermarket employees.

Employees who work in the courtesy booth must be well-organized, capable of mastering a variety of skills, and extremely good at providing customer service. Good customer service in the courtesy booth means accurate, friendly assistance, as well as speed, so that customers do not have to wait in long lines.

Sometimes, outside organizations such as banks contract with a supermarket for space in which to offer services. In such a case, the outside organization has complete control over the operation, even to the extent of placing its own employees there. Allowing an outside organization to provide services on the premises can be convenient for the supermarket, because the outside organization handles the responsibility for everything from staffing to service. The disadvantage is that it leaves the supermarket without control over quality of service. If a customer has a problem with the outside organization's services in the supermarket, the supermarket will not be able to do anything to correct it. Furthermore, the customer may associate the supermarket itself with the problem, since it did arise within the store.

The cash machine is a good example of the advantages and disadvantages of allowing outside vendors to set up services independent of the supermarket. These unattended, automated units are often installed in supermarkets by financial institutions as a convenience to customers. The customer simply walks up to the machine, inserts a specially coded card, and receives cash from his or her checking account. Occasionally, however, the machines malfunction, keeping the customer's card or failing to dispense the cash requested. In such a case, the customer will have no one to turn to for help. Because the supermarket has no responsibility for servicing the machine, all it can do is advise the person to call the bank and report the problem. This may be of little comfort to the harried customer whose errand has gone haywire.

Supermarkets that place a high value on customer service may be reluctant to allow an outside vendor to set up independent services within the store, because of the risk of problems like the one described. However, in some cases, the supermarket will have little choice, if it wishes to compete successfully. For example, if all of its competitors have cash machines, it will not want to be the only one that does not offer the service.

Table 1 lists the usual courtesy services found in supermarkets and indicates their provider(s). Let us examine each of these in order to understand the service provided, the way it works, and the provider(s).

Check cashing. This service is generally offered by the supermarket itself. A customer simply goes to the courtesy booth, writes a check, presents proper identification, and has the check cashed. Some supermarkets charge a small fee, usually no more than $0.25, to offset the cost of providing the service. In addition to cashing checks at the courtesy booth, many supermarkets are willing to allow shoppers to obtain cash in the checkout line by writing checks for more than amount of the purchase.

Bill paying. This is a good example of an outside service which is performed by supermarket employees. Through an agreement with various outside organizations, such as the electric company and the phone company, the supermarket arranges for customers to come in and pay bills at the courtesy booth, then sends the money which is collected to the outside company to post credits to the customers' accounts.

Paying bills in this way can save customers money on stamps, particularly if the store does not assess a service charge, and it can be a real lifesaver for those who wait until the day a bill is due to make payment.

To perform bill-paying services, employees of the courtesy booth have to be trained according to the outside organizations' guidelines in order to conduct transactions and handle the paperwork properly.

Automated banking. In some parts of the country, automated banking machines are found in virtually every major supermarket. Often,

TABLE 1

Who Provides Courtesy Services

Service	Supermarket service, by supermarket staff	Outside service, by supermarket staff	Outside service, by outside staff (or no staff)
Check cashing	✔		
Bill paying		✔	
Automated banking			✔
Branch banking			✔
Money orders		✔	
Grocery delivery	✔		
Package shipping		✔	✔
Notary service	✔		
Vehicle license tags		✔	✔
Ticket selling		✔	

they are electronically linked to a network of financial institutions, enabling customers from any bank that has the service to use any cash machine in the area. As explained previously, these are unattended installations put in by the bank for the convenience of customers, and supermarket personnel are not responsible for their operation in any way.

Branch banking. In branch banking, a financial institution such as a bank or savings and loan actually sets up a staffed office within the supermarket where customers of the institution can do business. This offers a higher level of service than a cash machine, which normally allows only cash withdrawals, transfers, and limited deposit services. Installing a branch office, however, is obviously a much more expensive undertaking for a financial institution than installing a cash machine, since it requires much more space and institution. Consequently, more cash machines than branch banks are set up in supermarkets.

Money orders. To provide this service, a supermarket contracts with a money-order company to sell money orders on behalf of the company. The money-order company trains the supermarket personnel and provides the supplies that are needed to conduct these transactions.

Grocery delivery. Before the days of the supermarket, almost all grocery stores offered delivery as a standard service (often at no charge). This is no longer the case, primarily because the cost of delivery has increased quite a bit since that time. Fuel costs are higher, employee pay is up, and cities have grown much larger, making it somewhat impractical to offer delivery, except within a very limited area. Even when a store does provide the service, it is often at a relatively steep cost to the consumer. The convenience it provides, however, especially to the homebound, can be worth the cost.

To subscribe to the service, a customer generally need only give the supermarket his or her address and a list of items needed. (Some customers provide the market with a list of basic items to be put on file and scheduled for regular delivery.) The supermarket then collects and bags the items, adds up the total amount due plus a delivery fee, and sends an employee to the address with the order and the bill.

Payment methods must be considered carefully by the supermarket's management. The store may have the employee collect the money and return it to the store, or it may arrange for the customer to have a credit account which is paid monthly by mail. The advantage of having the employee collect the money is that it eliminates the need for credit operations. The

disadvantage is that it creates a risk of robbery, since delivery personnel must be responsible for fairly large amounts of money, sometimes in cash, while returning to the store. It is up to each supermarket to decide how best to deal with payment arrangements for this service.

Grocery delivery is the exception, rather than the rule, in the supermarket business today. It is typically offered only where there is an unusually high demand for it, such as in areas with large concentrations of homebound people, or where people have high levels of disposable income and, therefore, have the means to pay a high price for convenience.

Package shipping. This is a service that can be offered through the combined efforts of a supermarket and an outside organization, or by the outside organization alone. In either case, the outside organization will be one of the large private companies that offer national overnight delivery. The businesses may agree that supermarket personnel will prepare customers' packages for delivery and that the shipping company's driver will stop in at a regular time each day to collect them. Or it may set up an unattended facility with a collection box, instructions, and forms that people can fill out themselves. This service is particularly popular around holidays, when there are long lines at the post office and shipping companies' offices.

Notary service. Occasionally, people need notary service for legal documents, such as wills, title transfers, affidavits, and the like. A trip to a notary public's office is often inconvenient and almost always results in a service fee. Therefore, many supermarkets have a certified notary on hand to perform these services, often at no charge to the customer.

Vehicle license tag renewal. This is another example of a cooperative venture between the supermarket and an outside service provider. In this case, the provider is the government body (often, the county) which renews license tags for vehicles. Sometimes, the service is limited to simple types of renewals that require only that a small sticker be affixed to the license plate. The provider may either train supermarket personnel in the service, or it may arrange for a small branch office staffed by its own employees.

Ticket selling. Most companies that sell tickets to entertainment or sporting events like to have a number of outlets in their areas so that ticket buying is convenient. A supermarket is a natural area in which to place such an outlet. The companies provide the stores with tickets, theater seating charts, and sales training. The supermarket then sells the tickets to the customer, often assessing a service fee, which, depending on the agreement, it may either keep, turn over to the company, or share with the ticket company.

These are just some of the services available in many of today's supermarkets. Other services that stores might offer include dry cleaning, glass polishing, and shoe repair. Offerings vary from supermarket to supermarket, depending on what is in demand in the area, how high a value is placed on service by the supermarket, whether the service will be offered by the supermarket itself or an outside company, and, if the latter, what kinds of mutually beneficial arrangements can be worked out with the outside companies.

Courtesy services are promoted primarily within the supermarket, through the use of prominent signage at the courtesy booth and, sometimes, outside the store as well. In their own advertising and other customer materials, the outside organizations will also inform customers of the availability of their services at the supermarket.

Questions

1. Why do so many supermarkets offer special services as a courtesy to customers?
2. What are the three main categories of courtesy services offered in the supermarket?
3. List ten common examples of courtesy services a supermarket might provide to its customers.
4. Name the skills a person working in a courtesy booth should have.
5. List three characteristics of good customer service in the courtesy booth.
6. What is the main advantage to a supermarket of allowing an outside organization to offer its services in the supermarket, without the supermarket's involvement? What is the main disadvantage?
7. In a cooperative service offering between a supermarket and an outside organization, what does the outside provider typically offer to the supermarket to get the job done?
8. What types of customers are most likely to regularly use a supermarket's grocery delivery service?

9. How are supermarket courtesy services typically promoted?
10. List three reasons a supermarket today would be less likely to provide delivery of groceries than it might have been in the past.
11. Name two ways a supermarket that delivers groceries could handle customer payment.
12. List four factors that may help a supermarket make decisions about which courtesy services to offer.

Activities

Do one or more of the following activities and answer the questions. Make one or more reports, using the skills of analysis, synthesis, and evaluation.

1. Go to your local supermarket to see what courtesy services are offered. Why do you suppose the supermarket chose to offer those particular services?

   Does the supermarket offer all the services at one centralized courtesy booth? If not, is there a courtesy booth along with other areas of service? Are they all in the same general area in the store, or are they spread around the store? Can you speculate as to why they are not all together, if they are not?

   Is it easy to determine which services are available to you at this supermarket? For example, is there plenty of clear signage promoting services, or do you have to ask an employee which services are available? Is there anything you would change about the way the supermarket promotes the services in the store?

2. While you are at the supermarket, compare the number of services offered solely by the supermarket, the number of services offered in cooperation with an outside provider, and the number of services offered by an outside provider alone.
3. Over the course of two or three days, look through your local newspaper for advertisements of upcoming concerts or other events, as well as those for financial services. Do any of the advertisements you see indicate that services are available in supermarkets? From what you can tell by looking at the paper, is it common practice for some of the businesses in your area to advertise the availability of their services in supermarkets?
4. Pretend that you are the manager of a supermarket with the highest decision-making authority. The owner of a shoe-repair business approaches you to ask you to place the services of the business within your supermarket. List some factors you would take into account in making your decision. Try to remember everything that would affect such a decision, including the kinds of customers you serve, what your competitors are doing, and what kind of value your store places on good customer service.

SUPERMARKET *Special* DEPARTMENTS

ANSWER BOOK / TEACHER'S GUIDE

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Answer Book / Teacher's Guide

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COMPLIANCE STATEMENT

TITLE VI, CIVIL RIGHTS ACT OF 1964; THE MODIFIED COURT ORDER, CIVIL ACTION 5281, FEDERAL DISTRICT COURT, EASTERN DISTRICT OF TEXAS, TYLER DIVISION

Reviews of local education agencies pertaining to compliance with Title VI Civil Rights Act of 1964 and with specific requirements of the Modified Court Order, Civil Action No. 5281, Federal District Court, Eastern District of Texas, Tyler Division are conducted periodically by staff representatives of the Texas Education Agency. These reviews cover at least the following policies and practices:

(1) acceptance policies on student transfers from other school districts;

(2) operation of school bus routes or runs on a non-segregated basis;

(3) nondiscrimination in extracurricular activities and the use of school facilities;

(4) nondiscriminatory practices in the hiring, assigning, promoting, paying, demoting, reassigning, or dismissing of faculty and staff members who work with children;

(5) enrollment and assignment of students without discrimination on the basis of race, color, or national origin;

(6) nondiscriminatory practices relating to the use of a student's first language; and

(7) evidence of published procedures for hearing complaints and grievances.

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Where a violation of Title VI of the Civil Rights Act is found, the findings are reported to the Office for Civil Rights, Department of Health, Education and Welfare.

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TITLE VII, CIVIL RIGHTS ACT OF 1964: EXECUTIVE ORDERS 11246 and 11375; TITLE IX 1973 EDUCATION AMENDMENTS: REHABILITATION ACT OF 1973 AS AMENDED; 1974 AMENDMENTS TO THE WAGE-HOUR LAW EXPANDING THE AGE DISCRIMINATION IN EMPLOYMENT ACT OF 1967; VIETNAM ERA VETERANS READJUSTMENT ASSISTANCE ACT OF 1972 AS AMENDED IN 1974.

It is the policy of the Texas Education Agency to comply fully with the nondiscrimination provisions of all federal and state laws and regulation by assuring that no person shall be excluded from consideration for recruitment, selection, appointment, training, promotion, retention, or any other personnel action, or be denied any benefits or participation in any programs of activities which it operates on the grounds of race, religion, color, national origin, sex, handicap, age, or veteran status (except where age, sex, or handicap constitute a bona fide occupational qualification necessary to proper and efficient administration). The Texas Education Agency makes positive efforts to employ and advance in employment all protected groups.

I. Using *Supermarket Special Departments* for Independent Study and for Classroom Instruction

Supermarket Special Departments features content needed to move up in a food marketing career. It will be useful to students in entry-level jobs, to employees who are already in higher level positions, and even to unemployed students who are just considering this area of marketing as a career. For students in co-op training stations it is related to the occupational category of Food Marketing, 11650800.

This is the third of three new EIMC publications on food marketing. The first was *Supermarket Customer Service*, a manual for entry-level jobs which strongly emphasizes customer service and customer relations. It is oriented to specific job assignments and contains detailed information concerning them. The content most closely describes the tasks of a checker/cashier. The second, *Supermarket Merchandising*, takes an advanced look at how merchandising is done in a supermarket.

Supermarket Special Departments is also at a more advanced level, providing information that is necessary to develop other thinking skills required in food marketing occupations. The content is appropriate to entry-level, master, and even supervisory-level employees. Examples of master-employee job titles for persons who would find *Supermarket Special Departments* useful are: cashier, product clerk, stock clerk, bagger, bakery clerk, and receiving clerk. Examples of supervisory-level employee titles include: assistant store manager, front end supervisor, assistant department manager, head cashier, and manager trainee.

Each assignment in the student manual is followed by questions that cover specific information, but each also features activities which have students visit specific stores and observe what is currently being done. The activities do not require that students have jobs. They ask for reports, which can be either written or oral as determined by the teacher. The activities will take varying lengths of time, so teachers should analyze them for how they fit the learning situation.

Students using the manual may also benefit from studying the EIMC individualized manual entitled *Physical Distribution*, to the extent they have tasks related to that function.

The content in *Supermarket Special Departments* can serve two purposes. It can be assigned as independent study related to specific tasks done on a job. Or it can provide information for classroom coverage of food marketing.

To help make both uses possible, this *Answer Book/Teacher's Guide* replaces the usual answer book format provided in the past. It contains information that should be considered for planning and presenting instruction.

A number of benefits result from new features in this publication.

For efficient planning of instruction, there is a list of assignments that includes their objectives. These provide a quick review of what might be taught in class, or what should be considered when making and grading assignments. By reviewing this material carefully first, the teacher will find it easier to see how the manual's content relates to various lists of what is done on the job.

To make the manual valuable for presenting specific Marketing Education courses, the related essential elements for those courses are provided.

For developing training plans and planning related instruction, there are short lists of tasks for entry-level jobs in checker/cashier and stockkeeper positions.

To relate manual content to supplemental materials available from the MarkED Resource Center, there is a list of key competencies based on foundations of marketing and functions of marketing in the National Curriculum Framework.

To help in using the manual when preparing for DECA competition, there is a list of competencies from DECA as well as of pertinent publications.

To show how the manual relates to training on a job, sample training plans are provided. However, because content is not task oriented, it may be necessary for the teacher to make considerable adaptations for individual situations.

For efficient grading, there is a substantial answer key.

1. Assignments and Objectives in *Supermarket Special Departments*

Assignment 1: Supermarkets of Today

1. List some items and services offered by today's supermarkets.
2. Analyze how the demographics of an area affect decisions about which departments a store will offer.
3. Evaluate how stores can take advantage of two factors behind the growth in supermarkets.
4. Define *merchandising*, and discuss factors to be considered when merchandising a store.

Assignment 2: Merchandising

1. Analyze what merchandising accomplishes for a store.
2. Discuss proven merchandising techniques, and analyze how these are used in a store.
3. Explain the benefits of a master plan.
4. Tell what elements are considered in establishing a master plan.
5. Use the questions provided in the merchandising checklist to evaluate departments in a supermarket.

Assignment 3: Pharmacy and Cosmetics Departments

1. Discuss key factors in determining departments to include and the location of such departments.
2. Describe the functions of a pharmacy department.
3. Tell how a pharmacy is a unique department.
4. Discuss items carried in the cosmetics department.
5. List considerations in locating health and beauty aids in the store.
6. Discuss merchandising methods for health and beauty aids and factors to consider in planning them.
7. Analyze and evaluate the merchandising methods a department is using.
8. Develop and explain other merchandising methods a department might use.

Assignment 4: Housewares and Home Hardware

1. Tell the three categories of kitchen items which generally make up the housewares department.
2. Discuss three factors that can affect the size of the housewares department.
3. List three ways to merchandise housewares effectively.
4. List the four typical categories of products in the home hardware department.
5. List three things that an employee in home hardware should know about in order to do his or her job effectively.
6. Analyze and compare merchandising in departments in two stores.
7. Develop and explain promotional methods that would be appropriate for a specific department.

Assignment 5: Video/Camera/Electronics Departments

1. Tell why video, camera, and electronics departments are included in supermarkets.

2. Explain how a video rental department can generate traffic for a supermarket.
3. Discuss items and services that may be offered in a film and camera department.
4. Discuss and evaluate options for display and merchandising in a camera department.
5. List items that may be carried in a small electronics department, and evaluate options for locating these items within the supermarket.
6. Analyze how a store has decided to arrange these departments—as one, two, or three departments.

Assignment 6: Health Foods

1. Name the supermarket departments in which the trend toward healthier products is most obvious.
2. Discuss three methods a supermarket could use to encourage people to cook with lean cuts of beef.
3. Name the most common low-fat alternative to beef, and two less typical alternatives.
4. Name three types of products that might be offered in the deli department which illustrate the trend toward healthier eating.
5. Name four bakery items which can be made with whole-grain ingredients as well as white flour.
6. Name two recent additions to some produce departments which promote good health.
7. Discuss four merchandising methods which could be combined in a special promotion for good health.
8. Analyze how supermarkets are responding to health-conscious customers.
9. Develop and explain ways to merchandise to health-conscious customers.

Assignment 7: Floral/Gift Departments

1. Tell three categories of merchandise generally offered in a supermarket's floral department.
2. Discuss four skills that an employee must have to work successfully in the floral department.
3. Give four specific examples of customer service in the floral department.
4. Explain three merchandising techniques which are commonly used to sell supermarket items as gifts.
5. Provide an example of each of the three merchandising techniques used to sell supermarket items as gifts.
6. List three ways in which gift catalogs offer convenience to the consumer.
7. Analyze ways that stores are merchandising floral and gift items.
8. Develop and explain other ways stores might be merchandising.

Assignment 8: Deli/Bakery Departments

1. Discuss three categories of food that are sold in a deli department.
2. Name the three types of service that a deli can offer.
3. Discuss three merchandising techniques used in the deli department.
4. Give the two major customer benefits of the deli department.
5. Discuss at least three skills an employee of the deli department needs in order to do a good job.
6. List the seven types of baked goods typically sold in a supermarket bakery.
7. Discuss three merchandising techniques used in the bakery department.
8. Give three examples of the use of display merchandising in the promotion of bakery goods.
9. Analyze merchandising methods being used by a department.
10. Develop and explain other merchandising methods that might be used.

Assignment 9: Catering and Takeout

1. Discuss the factors customers are looking for in catering and dining services.
2. List some of the services offered by a take-out or dine-in department.
3. Define the jobs important in this department.
4. Explain how sampling can help promote prepared foods.
5. Explain the various levels of service that can be provided by a catering department.
6. Discuss ways to promote a catering service.
7. Discuss special considerations for a catering department.
8. Explain how departments are merchandising these products and services.
9. Develop and explain plans for a catered event.
10. Analyze the demographics of an area, and decide how they should affect a store's merchandising.

Assignment 10: Specialty Meats and Seafood

1. Discuss the areas in a typical meat department.
2. Give the four major categories of meat.
3. Discuss specialty items offered in the meat department.
4. Explain considerations for layout of the meat department.
5. Give examples of seasonal promotions in the meat department.
6. Explain four reasons why seafood has become so popular among consumers.
7. Discuss examples of promotion methods in the seafood department.
8. List considerations for display in seafood departments.
9. Discuss considerations in layout of the seafood department.
10. Name areas of product knowledge that an employee of the seafood market should have.
11. Explain three specific presentation techniques that are used to make seafood displays more interesting to customers.
12. Analyze and evaluate the layout and merchandising techniques used in a meat department.
13. Analyze and evaluate the display and promotional methods used in a seafood department.

Assignment 11: Courtesy Services

1. List ten common examples of courtesy services a supermarket might provide to its customers.
2. Discuss how supermarkets and other organizations cooperate to provide these services.
3. Discuss three skills an employee who works in the courtesy booth should have.
4. Give three characteristics of good customer service in the courtesy booth.
5. Discuss three reasons why a supermarket today would be less likely to provide grocery delivery service than it might have been in the past.
6. Discuss two ways a supermarket that delivers groceries could handle customer payment.
7. Discuss four factors that may help a supermarket make decisions about what courtesy services to offer.
8. Analyze the kinds of customer services offered by a supermarket and the ways in which they are offered.
9. Analyze supermarket advertising to see if it reflects customer services.
10. Evaluate the possibility of adding a service to a supermarket.

2. Marketing Education Essential Elements Related to Content in *Supermarket Special Departments*

The content of this publication relates to three sets of essential elements promulgated by the Texas State Board of Education in 1988.

Students using this publication will most likely be enrolled in Marketing Education I or Marketing Education II. They can benefit from the opportunities given in the essential elements which are common to all Marketing Education courses. Selected essential elements from both categories are listed below.

In addition, some students may be in the two-to-three-unit course on food marketing, in co-op or lab situations. The elements listed for it deal with specific tasks or responsibilities and are not listed below. However, the emphasis that *Supermarket Special Departments* places on understanding and applying merchandising principles is crucial for that course.

Essential elements common to all ME courses (a)

(2) Successful employment and/or postsecondary training
- (A) identify employment opportunities and preparation requirements in chosen fields
- (C) demonstrate effective communication skills both oral and written and follow through on assigned tasks
- (H) develop skills in planning and organizing work
- (J) apply principles of time management and work simplification when performing assigned tasks

Marketing Education I essential elements (b)

(10) The distribution process and systems
- (A) identify channels of distribution and use appropriate terminology
- (B) select appropriate channels for products and services

(12) specific occupational objectives of the student

Marketing Education II essential elements (c)

(1) marketing process
- (C) recognize trends and developments of marketing functions
- (D) analyze activities of the competition
- (E) explain importance of marketing research

(2) promotion
- (D) use promotion as it relates to other marketing functions

(4) management principles and practices
- (A) identify basic management skills
- (E) develop skills in planning and organizing work

(6) careers in marketing
- (A) develop skills and attitudes needed by marketing professionals
- (B) explore career opportunities in marketing

(7) specific occupational objectives of student

3. Tasks Done on the Job in Food Marketing

What employees do in food marketing stores has been well defined and covered in various ways. Supermarkets themselves provide training, so the teacher must determine how on-the-job training fits with individualized and/or classroom instruction. Actual job titles and arrangements of tasks may vary by store.

A number of occupational titles are used for persons in entry-level jobs held by co-op students in Marketing Education. Competency profiles were developed by EIMC for several of them. These are no longer in print, but several are provided here for convenience.

Although *Supermarket Special Departments* makes no attempt to cover specific tasks for jobs, the following lists can be helpful in planning instruction.

Checker/Cashier, Food Marketing

Note: These tasks are much better addressed in *Supermarket Customer Service* but are included here for your information. The list comes from the simplified training plan included in that publication.

Communications/interpersonal skills

Provide customer service, prevent dissatisfaction

Operations

Inform customers of locations of merchandise
Inform customers of available services
Follow policies of store
Bag
Identify produce

Cashier

Handle money and checks, and prevent loss
Maintain store

Safety

Promote safety

Stockkeeper or Stock Clerk, Food Marketing

Note: Supermarket Special Departments can be useful for persons assigned the following tasks. The tasks have not been categorized here.

1. Knows and follows policies, rules, and procedures of the store
2. Knows and follows safety and fire precautions
3. Knows and follows personal hygiene standards appropriate for a food handler
4. Maintains cleanliness standards and hygiene standards for a specified area
5. Cleans and maintains wrapping, weighing, and other specific equipment
6. Unloads deliveries
7. Receives and checks merchandise
8. Makes returns to vendors

9. Stores merchandise appropriately until ready for sales area
10. Breaks down merchandise into sales units, such as bundles or bags with specific numbers or weights
11. Makes use of prepackaging to ensure freshness and protect merchandise from spoilage or damage
12. Keeps appropriate records related to receiving merchandise
13. May determine prices, using established procedures, and mark merchandise accordingly
14. Helps in stock control system
15. May keep stock control books
16. Does inventory or helps with inventory
17. May service display racks, bins, coolers, and other sales-related equipment
18. May rework and return unsold produce for maximum freshness
19. May work with computerized systems or stock and inventory control

Stockkeeper, Convenience Store Marketing

Note: Supermarket Special Departments is useful for persons assigned the following tasks, but *Supermarket Customer Service* would also be useful. The tasks have not been categorized here.

1. Practices store procedures for safety
2. Practices store procedures for security
3. Does appropriate housekeeping assignments
4. Arranges merchandise, both in stockroom and on shelves, and other display equipment in the front area
5. Assists with inventory tasks
6. Receives, checks, and marks merchandise
7. Bags merchandise and may deliver to car
8. Does cash register tasks, including relevant records and paperwork
9. Removes damaged grocery or produce items
10. Issues stamps, redeems food stamps and promotional coupons
11. Sets up signs and displays
12. Learns about specific merchandise and lines of merchandise, for use in making sales or answering questions
13. Uses suggestion selling to increase sales
14. Assists by handling minor customer complaints, and refers more difficult complaints to manager
15. Practices good customer relations
16. Dresses appropriately for the job and is well groomed
17. Follows company rules and policies relevant to employees
18. Follows health and cleanliness standards

4. Key Competencies for Food Marketing Based on the National Curriculum Framework

The competencies which follow are related to specific jobs which might be held by students in food marketing. Unless otherwise noted, they will not help in correlating manual content with tasks. They could, however, be useful in planning on-the-job or classroom instruction.

Training for food marketing jobs can involve both the foundations of marketing and the functions of marketing, the main categories of the National Curriculum Framework.

MarkED has learning activity packages (LAPs) for specified competencies listed in its catalog, available from the MarkED Resource Center. The address is Marketing Education Resource Center, Inc., P.O. Box 12226, Columbus, OH 43212-0226. The telephone number is (614) 468-6708.

The following are items selected from the key competencies of the IDECC Competency Data Base, copyright 1986. The competency number is given first, with a LAP number where applicable. The list is taken from a student competency record for retailing marketing specialist, and is not specified for food marketing. New LAPs are constantly being developed, so there may be more than are listed here. Also, the numbering system in later catalogs is somewhat different. For example, MA LAP 47 is listed as MA LAP 047 in the 1989 catalog.

MA: Mathematics

MA: 386	Make change
MA: 095	Operate register/P.O.S. terminal
MA: 388	Prepare cash drawers/banks (MA LAP 47)
MA: 354	Correct register/terminal errors
MA: 361	Close out register/terminal
MA: 089	Calculate tax, discounts, and miscellaneous charges for purchases
MA: 090	Complete sales checks (MA LAP 48)
MA: 091	Accept customer/client checks
MA: 050	Verify identification
MA: 094	Process returns, refunds, and exchanges

CO: Communications

CO: 004	Use proper grammar and vocabulary
CO: 005	Address people properly
CO: 114	Use the telephone in businesslike mannner
CO: 119	Listen to and follow directions
CO: 011	Explain the use of interdepartment/company communications

HR: Human relations

HR: 286	Develop personality traits important to business
HR: 263	Maintain appropriate personal appearance
HR: 274	Maintain positive attitude (HR LAP 11)
HR: 303	Demonstrate interest and enthusiasm (HR LAP 20)
HR: 022	Demonstrate responsible behavior (HR LAP 5)
HR: 312	Demonstrate honesty and integrity (HR LAP 19)
HR: 267	Demonstrate orderly, systematic behavior (HR LAP 4)
HR: 294	Demonstrate self-control (HR LAP 18)
HR: 296	Demonstrate appropriate creativity (HR LAP 15)
HR: 302	Explain concept of self-understanding (HR LAP 2)
HR: 023	Explain the concept of self-esteem (HR LAP 12)

HR: 295	Use feedback for personal growth 9 (HR LAP 3)
HR: 301	Adjust to change (HR LAP 8)
HR: 014	Set personal goals (HR LAPs 6, 7)
HR: 044	Use time management principles
HR: 269	Foster positive working relationships (HR LAPs 1, 9)
HR: 035	Explain the nature of positive customer/client relations
HR: 004	Handle customer inquiries
HR: 031	Direct customer/client to other locations
HR: 028	Show empathy for others (HR LAP 17)
HR: 021	Use appropriate assertiveness (HR LAP 16)
HR: 045	Handle difficult customers (HR LAP 21)
HR: 030	Interpret business policies to customers/clients
HR: 046	Handle customer/client complaints (SE LAP 106)

OP: Operations

OP: 131	Explain the nature and scope of operations
OP: 696	Handle company equipment properly
OP: 133	Operate calculator
OP: 126	Explain the use of computers in marketing
OP: 614	Explain functions of store maintenance
OP: 077	Complete housekeeping resonsibilities

5. Information on DECA Competition and Publications Related to Food Marketing, with Appropriate Competencies

National DECA is the vocational student organization for students in Marketing Education courses. It holds competitive events which are competency based and directly related to the instructional program.

National DECA has a number of competitive events in the food marketing area, and provides publications of use both in competition and as part of the curriculum. These are discussed in an annual publication, *The DECA Guide*. All competitive events are competency-based and relate directly to the instructional program.

Available materials include comprehensive examinations from the previous year's National Career Development Conference; comprehensive exam software for IBM PC'S, Apple II, TRS–80, and Macintosh; the national written competitive event winners; and various student training guides.

Current copies of *The DECA Guide* are available from DECA Related Materials, 1908 Association Drive, Reston, VA 22091.

Several hundred competencies and tasks are listed in the DECA publication *Competencies and Job Tasks for Food Marketing*. They were developed by MarkED research, and include both concepts and tasks/skills, at several employment levels and in several categories. Those which follow appear to be most closely related to the content of *Supermarket Special Departments*.

Human relations

Handle customer/client complaints

Operations

Explain the nature and scope of operations
Explain the use of specialized equipment—food marketing
Explain functions of store maintenance

Promotion

Explain the use of visual merchandising
Explain types of display arrangements
Explain display techniques that encourage identification with client
Letter display signs
Design display signs
Explain assembly considerations
Prepare merchandise for display
Prepare produce display
Maintain displays
Dismantle displays
Explain promotional methods in food marketing

Management

Plan and organize work

6. Sample Training Plans

Training plans for specific students are developed by the teacher in cooperation with the training sponsor. Information on how to develop such plans should be obtained from the Texas Education Agency, but such instructions are regularly circulated by the Agency and may be in your files already.

Three sample training plans follow. They may indicate use of one, two, or all of the books in this series.

Stockkeeper or Stock Clerk, Food Marketing

Some material related to the following tasks appears in each of the two manuals *Supermarket Customer Service* (CS) and *Supermarket Merchandising* (SM). *Supermarket Special Departments* (SSD) contains departmental information related to some of that cited below for *Supermarket Merchandising*. The teacher will need to provide correlation for specific students, by departments.

Recommended Occupational Experiences	Where Done		Related Study Assignments
	On the Job	In Class	
1. Knows and follows policies, rules, and procedures of the store			SM 1, 5, 6
2. Knows and follows safety and fire precautions			CS 10
3. Knows and follows personal hygiene standards appropriate for a food handler			SM 9
4. Maintains cleanliness standards and hygiene standards for a specified area			SM 9, CS 10
5. Cleans and maintains wrapping, weighing, and other specific equipment			SM 11
6. Unloads deliveries			SM 7
7. Receives and checks merchandise			SM 7
8. Makes returns to vendors			SM 7
9. Stores merchandise appropriately until ready for sales area			SM 7
10. Breaks down merchandise into sales units—such as bundles or bags with specific numbers or weights			SM 8, 9
11. Makes use of prepackaging to ensure freshness and protect merchandise from spoilage or damage			SM 8
12. Keeps appropriate records related to receiving merchandise			SM 7
13. May determine prices, using established procedures, and mark merchandise accordingly			SM 8

14.	Helps in stock control system			SM 9
15.	May keep stock control books			SM 6, 9
16.	Does inventory or helps with inventory			SM 6, 9 SSD
17.	May service display racks, bins, coolers, and other sales-related equipment			SM 2, 3, 4, 10, 11, 12, 13, CS 10 SSD
18.	May rework and return unsold produce for maximum freshness			SM 10
19.	May work with computerized systems or stock and inventory control			SM 8, CS 10

Stockkeeper, Convenience Store Marketing

Some material related to the following tasks appears in each of the two manuals *Supermarket Customer Service* (SC) and *Supermarket Merchandising* (SM). *Supermarket Special Departments* (SSD) contains departmental information related to some of that cited below for *Supermarket Merchandising*. The teacher will need to provide correlation for specific students, by departments.

Recommended Occupational Experiences	Where Done		Related Study Assignments
	On the Job	In Class	
1. Practices store procedures for safety			CS 10
2. Practices store procedures for security			
3. Does appropriate housekeeping assignments			SM 9
4. Arranges merchandise, both in stockroom and on shelves, and other display equipment in the front area			SM 3
5. Assists with inventory tasks			SM 6
6. Receives, checks, and marks merchandise			SM 6, 7, 9
7. Bags merchandise and may deliver to car			CS 4
8. Does cash register tasks, including relevant records and paperwork			CS 8, 9
9. Removes damaged grocery or produce items			
10. Issues stamps, redeems food stamps and promotional coupons			CS 9
11. Sets up signs and displays			SM 2, 3, 4, 10, 11, 12, 13 SSD
12. Learns about specific merchandise and lines of merchandise, for use in making sales or answering questions			SM 1, 2, 10, 11, 12, 13, CS 5, 6, 7 SSD
13. Uses suggestion or suggestive selling to increase sales			SM 4 SSD

14.	Assists by handling minor customer complaints, and refers more difficult complaints to manager			CS 1, 3 SSD
15.	Practices good customer relations			SM 5, CS 1 SSD
16.	Dresses appropriately for the job and is well groomed			CS 1 SSD
17.	Follows company rules and policies relevant to employees			SM 1 SSD
18.	Follows health and cleanliness standards			SM 9 SSD

Checker/Cashier, Food Marketing

These tasks are better covered by the content in *Supermarker Customer Service* (CS). They are included here just for information, or so that content from *Supermarket Merchandising* (SM) or *Supermarket Special Departments* (SSD) can be correlated by the teacher.

Recommended Occupational Experiences	Where Done		Related Study Assignments
	On the Job	In Class	
Communications/interpersonal skills			
Provide customer service, prevent dissatisfaction			CS 1
Operations			
Inform customers of locations of merchandise			CS 2
Inform customers of available services			CS 2
Follow policies of store			CS 3
Bag			CS 4
Identify produce			CS 5, 6, 7
Cashier			CS 8
Handle money and checks, and prevent loss			CS 9
Maintain store			CS 10
Safety			
Promote safety			CS 10

II. Answer Key

Assignment 1: Supermarkets of Today

Questions

1. What are some of the items and services offered by supermarkets today?

   Stores offer nonfood items, health food, baked goods, seafood and meats, ready-to-eat meals, and catering services.

2. What has led to changes in the items and services offered by supermarkets?

   Items and services offered have been affected by changing demographics, more people living in towns, two-career families, expectations for more convenience, and the need to save time.

3. What are retailers having to focus on more in order to address these changes?

   They are having to focus on quality, service, and specialty departments.

4. Define *merchandising*.

   Merchandising is that set of strategies for putting the right good or service in the right place, in the right quantity and assortment, in the right way, at the right price, at the right time.

5. For merchandising a particular store, what things should be considered?

   Merchandising done by a store is affected by the state of the market, which includes the characteristics of people in the area; the general economy; and the finances, personnel, and facilities of the store.

6. What is promotion?

   Promotion involves telling customers and potential customers what goods are available and at what price, and identifies the needs those goods can meet.

7. What are proven merchandising techniques in the supermarket industry?

   Proven merchandising techniques include point-of-purchase selling, product demonstrations, cross-selling, an emphasis on variety, and the use of displays.

Activities

Do the following activities and answer the questions by using appropriate thinking skills, such as analysis, synthesis, and evaluation.

1. Visit at least two different grocery stores and make a list of the various departments you find in each. Report on your findings. Compare the two lists, looking for differences in the departments. Can you explain those differences based on the store location or other factors?

2. Review your list of departments from Activity 1. Report on your findings. Which departments are a response to the demand from today's customers for more convenience and time-saving?

Assignment 2: Merchandising

Questions

1. What is merchandising?

   Merchandising is presenting an item for sale.

2. What does merchandising do specifically in the supermarket industry?

   Merchandising tries to create an exciting shopping experience.

3. What is cross-selling?

   Cross-selling is selling to purchasers of a certain product other products related to it.

4. Name some ways to encourage cross-selling.

   Cross-selling is encouraged through signage, displays, and demonstrations.

5. When are demonstrations and sampling most effective?

   Demonstrations and sampling are most effective with new or unfamiliar products.

6. What must be considered when planning displays?

   Considerations include what to display, where, and how.

7. How does an overall merchandising plan help a store?

   An overall merchandising plan helps a store coordinate its marketing efforts in different departments in order to get the most benefit possible from the various efforts.

8. What things must be considered in creating a master plan?

   Things to consider include overall organization of the store, the environment in which the store is located, and the competition.

9. List some questions a typical merchandising checklist might include.

   A typical checklist might include these questions: Does the product mix reflect current customer needs and preferences? Are products displayed effectively? Do these products meet our standards? Are we cross-merchandising? Is it easy to shop? Are products accessible? What is the selling image projected? Are company policies followed in the selection and display of products?

Activities

Do the following activities and answer the questions by using appropriate thinking skills, such as analysis, synthesis, and evaluation.

1. Visit a local supermarket, walk through several different departments, and make a report that identifies as many different merchandising techniques as you can. List them—for example,

cross-selling, suggestion selling. Write down specifically how these techniques are used—through signage, for example.

2. Identify any potential negative effects of the merchandising efforts you see being used. For example, is a demonstration causing congestion or blocking aisles so that it could annoy shoppers? List all that you can identify. Explain in writing how these problems could be avoided.

3. List the different types of displays you see at the supermarket—stacked items, bins, end-of-aisle displays, etc. Does the store seem to be taking advantage of the different display options available?

4. Choose a department in the supermarket, and think of the different merchandising techniques the store could use in that department. Report on these, including ideas for cross-selling with other departments. Also include specifics about signage, displays, and other methods you would use.

5. Using the sample merchandising checklist in the assignment, go through at least two different departments in a supermarket and answer the questions as thoroughly as you can. Include specifics as to why you answer each question the way you do.

Assignment 3: Pharmacy and Cosmetics Departments

Questions

1. What does a pharmacy department do?

   A pharmacy department fills prescriptions for drugs and pharmaceuticals, and it may also offer over-the-counter medicines and related items.

2. What are some unique requirements of a pharmacy?

   A pharmacy has these unique requirements: careful record-keeping, adherence to laws and regulations on controlled substances, security.

3. What types of items are included in the cosmetics department?

   Types of items include personal-care products, beauty aids, perfume and makeup, and other non-food items related to personal hygiene and care.

4. What are the advantages to scattering health and beauty aids throughout the store? What are the advantages to grouping these items in one department?

   Scattering takes advantage of high traffic. Grouping makes it easier to stock and maintain the department.

5. What are some special considerations for merchandising this department?

   Considerations include clean and attractive shelving and fixtures, creative displays to catch attention, and signage.

6. What are some promotional methods for this department?

   Promotional methods include seasonal displays, cross-promoting, sales, and coupons.

Activities

Do the following activities and answer the questions by using appropriate thinking skills, such as analysis, synthesis, and evaluation.

1. For a report, visit two different supermarkets and sketch out where the pharmacy department is located. What factors do you think each store considered in determining the location?

2. Report on the following: At the stores you visited, how are health and beauty aids stocked? Are they scattered throughout the store, concentrated in one department, or some of both? Why do you think each store chose its method of stocking this category of items?

3. Report on the merchandising techniques being used for health and beauty aids in the stores you visit. Tell what other techniques you think could be effective.

4. Report on whether and how these stores are using cross-promotions of beauty aids and other merchandise. List any examples of cross-promotion you see, and tell whether you think they are effective. List any other ideas you think could be used.

Assignment 4: Housewares and Home Hardware

Questions

1. What role has customer convenience played in the establishment of supermarket housewares departments?

   Many housewares are related to food preparation and storage, so it is convenient for customers to be able to purchase them in the same place that they buy groceries.

2. What are the categories of kitchen items which generally make up the housewares department?

   Categories are food preparation, food service and storage, and linen and accessories.

3. How can the existence of other outlets for housewares affect the size of the supermarket housewares department?

   If a store dedicated to selling nothing but housewares is near the supermarket, customers may prefer to shop for housewares there, lowering demand for such products within the supermarket and resulting in a smaller supermarket department.

4. What are two other factors that affect the size of this department in a particular store?

   The other two factors are the demand for housewares and the availability of space.

5. Give three examples of ways to merchandise housewares.

   Demonstrations are often effective for merchandising small appliances. Gift displays can be effective for housewares which make good gifts. Special promotions can target specific kinds of housewares customers, such as newlyweds or students who are setting up new households.

6. What are four categories of products found in a home hardware department?

The categories are lighting, plumbing, home repair, and auto.

7. Explain why most home hardware departments in supermarkets do not offer as much variety as specialty stores which sell home hardware items.

   People are more likely to buy home hardware items in the supermarket if they need only one or two items for a simple home repair job and can get them at the same time they are shopping for groceries. For larger jobs requiring a number of different tools and supplies, it is usually necessary to go to a large, well-stocked hardware store.

8. Why is product knowledge particularly important in the home hardware department?

   Customers in the home hardware department often need more guidance in determining exactly what it is they need to buy than do customers in other departments.

Activities

Do one or more of the following activities and answer the questions. Make one or more reports, using the skills of analysis, synthesis, and evaluation.

1. Go to the housewares department of a large local supermarket and that of a smaller supermarket. Is there a significant difference in the amount of merchandise they offer? Why or why not, based on your observations? Are any special merchandising techniques being used to promote housewares at either of the supermarkets you visited? If so, what are they? How effective do you think they are? Can you think of ways in which merchandising of housewares could be improved at either supermarket?

2. Go to the auto section of the home hardware department in a large supermarket, and look at the motor oils offered there. If there is more than one kind, try asking a department employee to explain the difference between them. Do you think you would be able to make the proper choice of oil based on the information this employee is able to offer?

3. Based on your visit to the home hardware department, can you think of a good special promotion to sell some of the items in that department? Try to think of something that would promote at least three items in the department and that would involve cross-selling them with items from at least one other department.

Assignment 5: Video/Camera/Electronics Department

Questions

1. What one word sums up why customers like videos, cameras, and small electronics to be included in a store?

   convenience

2. What are the two ways that stores make video rentals more convenient to their customers?

   Stores either place the rental department in the supermarket, or they have a video rental store adjacent to the supermarket.

3. What items and services may be offered by a camera department?

Camera departments may offer film, batteries, cameras, flash attachments, film processing, reprints, enlargements, photo T-shirts and mugs, photo albums, and frames.

4. What is the advantage of requiring people who rent videos to have membership cards?

   The cards encourage people to keep coming back to the store.

5. What is an advantage to offering one-hour film processing?

   Customers may drop film off then shop in the store for an hour and return to get their pictures.

6. Why is it important to know and remember what times of the year are peak picture-taking times?

   Using this information, the store can promote film selling then film processing.

7. List some items of merchandise which might be in a combined electronics-camera department.

   Items include cassette tape players, tapes, cassette storage boxes, batteries, battery chargers, earphones, and separate speakers. Also to be sold will be cameras, film, and camera accessories.

Activity

Do the following activity and answer the questions by using appropriate thinking skills, such as analysis, synthesis, and evaluation.

Visit a supermarket and report on the following facts. Does the store have three separate departments for video equipment, cameras, and small electronics, only one or two separate departments, or does it combine two or more into one department? Where is each department located, and why do you think it is there? What merchandising and promotional methods are being used in the department(s)?

Assignment 6: Health Foods

Questions

1. In what departments is the trend toward health products most obvious?

   The departments are meat/seafood, deli/bakery, produce, frozen foods, and pharmacy/cosmetics.

2. Why are so many of the products that reflect the trend toward healthier living located in supermarket departments that sell perishables?

   People associate healthfulness with freshness, so departments that sell fresh foods are excellent areas in which to sell such products.

3. How can the meat department encourage people to try less familiar low-fat alternatives to beef?

   The meat department can combine cooking demonstrations, sampling, and the distribution of educational literature (such as recipes and information sheets) to encourage people to try unfamiliar items.

4. What is one of the most common low-fat alternatives to beef? What are two less typical alternatives?

   Chicken is a popular alternative. Venison and buffalo are less typical substitutes.

5. What does it mean for a meat department product to be certified as "natural" by the USDA?

   It means the meat comes from animals which were raised without the use of growth hormones, steroids, antibiotics, or tranquilizers and that there are no other additives or synthetic chemicals in the meat.

6. What are three deli products that illustrate the trend toward healthier eating?

   These include low-fat varieties of sausage and cold cuts, as well as bacon and sausage made without nitrates, nitrites, fillers, or colorings. Delis also offer cheeses made from low-fat milk. Delis also have salad bars for the convenience of health-conscious customers.

7. What are four bakery items which can be made with whole-grain ingredients as well as white flour?

   These are bread, rolls, bagels, and muffins.

8. What are two recent additions to some produce departments which promote good health?

   The additions are juice bars and vegetables and fruits that have been organically grown and are chemical free.

9. What is organically grown produce?

   Fruits and vegetables which are grown without the use of chemicals are considered organically grown.

10. What are four merchandising methods which could be combined in a special promotion for good health?

    The four methods that can be combined include cross-selling, displays, demonstrations, and advertising to call attention to health-oriented products.

11. Which nonperishables departments are likely to place an emphasis on options for healthier eating and living?

    The frozen-foods department and the pharmacy/cosmetics departments carry products which emphasize options for healthier eating and living.

Activities

Do one or more of the following activities and answer the questions. Make one or more reports, using the skills of analysis, synthesis, and evaluation.

1. Go to a supermarket and see which departments offer products or services which illustrate the presence of more health-oriented items in today's supermarket.

2. Do the departments promote the items in any special way as health items? If not, can you think of ways they could be merchandised to tie in with the trend toward good health? (For example, if there is a juice bar, is there signage promoting the health benefits of drinking fresh juice?)

3. Find out if the meat department, produce department, or deli department of the store you visited offers any "natural" foods, such as chemical-free meats or organically grown fruits and vegetables? If not, see if you can ask an employee or manager why. (It may be because there is less demand for it among that particular store's customers, or because it costs more than customers are willing to pay.)

4. After getting an idea of the various types of health-oriented food and nonfood items at the supermarket you visit, try to come up with a special health-oriented display idea that involves cross-selling items from at least three different departments.

Assignment 7: Floral/Gift Departments

Questions

1. What is the major factor in the growing popularity of flowers and gifts as supermarket items?

   Customer convenience is the major factor in the growing popularity of flowers and gifts as supermarket items.

2. What products are generally available in the floral department of a supermarket? What special services may be offered there to customers?

   Cut flowers, flower arrangements, and potted plants are the three main products in the floral department. Special services may include custom arrangements and flower delivery.

3. What are three of the merchandising methods used to promote the floral department?

   Display merchandising and sales promotion may be used to sell more products when inventories are high. Also, demonstrations of how to arrange flowers may be given.

4. What kind of skills and training would someone need to work in the floral department?

   Floral department employees must know how to care for merchandise properly, create attractive displays and arrangements, maintain proper inventory control, use tools such as knives and scissors safely, and interact with customers knowledgeably and pleasantly.

5. Give four examples of customer service in the floral department.

   Service includes having a pleasant, positive attitude; offering some expertise; handling telephone orders correctly; and giving in-store demonstrations of flower arranging.

6. What is the advantage of relying on merchandising techniques to sell gifts, rather than having a gift department in one location within a supermarket?

   Items which are suitable for gift-giving can be found in many different departments throughout the store. Merchandising is an efficient way to market these items as gift products when the occasion calls for it.

7. What are the merchandising techniques used to sell supermarket items as gifts?

   Suggestion selling, displays, and special promotions are all used to sell supermarket items as gifts.

8. List three ways in which gift catalogs offer convenience to the consumer.

   The convenience of gift catalogs is that they are delivered directly to the home, where shippers can consult them at their leisure; they offer phone or mail ordering and credit-card purchases; and they feature items so attractively packaged that they require no further wrapping.

9. What role does creativity play in merchandising gift items in a supermarket?

   Creativity is important in choosing and carrying out themes for suggestion-selling promotions and special displays and in cross-selling items as gift packages.

Activities

Prepare one or more reports, based on the activities and questions which follow. Use the skills of analysis, synthesis, and evaluation.

1. Visit three different supermarkets and determine where the floral merchandise is located. Is it all in one floral department, or is some merchandise in other areas of the store? If so, what items have been moved, and where have they been placed? Can you figure out why they are where they are? How is the merchandise displayed in the floral departments you visited? Are there refrigerated displays in the customer area? If not, how are cut flowers displayed?

2. In at least one of the stores you visit, walk through as many departments as you can and make a list of products that you think would sell well if they were promoted as gifts. You will probably find that most of the items on your list come from the cosmetics and housewares departments. Do any other departments in the store have items with potential as good gifts? If so, which ones?

3. Use your imagination to think of things from at least three different departments in one of the stores you visited that could be combined to create a unique gift package.

Assignment 8: Deli/Bakery Departments

Questions

1. Give the two major customer benefits of the deli department.

   The two major customer benefits are quality and convenience.

2. In what ways do the deli and bakery departments represent both the traditional and contemporary approaches to food sales?

   These departments offer the personal service and attractive displays of traditional delis and bakeries, but they are designed to meet the contemporary demand for convenience.

3. What are three typical examples of the combination of deli foods and services that might be available in a supermarket?

a. large supermarket: separate full-service and self-service areas with a variety of cold prepared foods; separate cafeteria with hot foods and salad bar
b. small supermarket: limited full-service area with basic selection of meats and cheeses
c. average supermarket: full-service area with cold and hot foods; self-service area; optional dining area; optional salad bar

4. Why are product presentation and customer service so important in the deli department?

   Product presentation is an important part of meeting the customer's demand for quality. Customer service is important to satisfy the customer's need for convenience.

5. List three merchandising techniques used in the deli department.

   Merchandising techniques include cross-selling, sampling, special promotions, combining meats and cheeses as gift packages, and the use of catalogs. (any three)

6. Why is sampling an important merchandising technique in the deli department and the bakery?

   Offering samples is important because it enables customers to taste the products they see on display, and because it can attract casual buyers to featured items.

7. List the seven types of baked goods typically sold in a supermarket bakery.

   Baked goods include breads, rolls, cakes, cookies, doughnuts, and muffins, as well as specialty items such as wedding and other decorated cakes.

8. Name three merchandising techniques used in the bakery department.

   Bakery merchandising techniques include sampling, advertising, and displays.

9. Give three examples of the use of display merchandising in the promotion of bakery goods.

   Bakery items can be displayed near each other to encourage more buying; displays can feature specially priced items; and displays can be placed somewhere other than the bakery.

Activities

Do one or more of the following activities and answer the questions. Make one or more reports, using the skills of analysis, synthesis, and evaluation.

1. Visit a supermarket with a bakery department to see how many different merchandising techniques you see being used to promote bakery items. Remember that bakery items may be promoted in areas other than the bakery itself.

2. Go to a small supermarket that has a deli department to see what products and services are offered. Is there anything unexpected, such as a salad bar or hot foods? If so, why do you suppose a supermarket with a limited amount of deli space would devote attention to "extra" items like these?

3. At the bakery department you visited in Activity 1 and the deli you visited in Activity 2, did you notice any goods whose displays emphasized good nutrition? What were they?

4. If you were in charge of planning a special display for the deli department, how would you cross-sell the deli foods with products from other departments in the store? Can you think of items other than chips or crackers that would be appropriate in a cold-foods deli display?

Assignment 9: Catering and Takeout

Questions

1. What demographics are favorable for success in a catering or dining department?

   Favorable demographics include young working people, two-career families, and older people living independently.

2. What departments are typically combined with catering/dining facilities?

   Bakery and deli departments are typically combined with catering/dining facilities.

3. What staff people are important for in-store dining or takeout?

   Important staff people include chefs and food stylists.

4. Why is presentation of food important?

   Because our appetites can be enhanced by the way food looks and smells, proper presentation can increase sales.

5. What is the most basic catering service offered by stores? The most elaborate?

   The most basic service provides prepared platters for customer pick-up and take-out. The most elaborate features event planning and serving of food at the event.

6. How are catering services marketed?

   Catering services are marketed through brochures, referrals, and in-store offices or showrooms.

7. Why is it important to have professional staff handling catering?

   Staff at catered events are representing the store and creating a reputation for it. They also are important for health and safety reasons.

Activities

Do the following activities and answer the questions by using appropriate thinking skills, such as analysis, synthesis, and evaluation.

1. Make a report based on visit to a supermarket in your area that offers at least minimal catering and take-out services. Draw a simple floor plan of the store showing where this department(s) is located and what other departments are adjacent to it. Does this layout follow some of the simple rules presented in the assignment? Can you develop a better layout for the departments at this particular store?

2. At a supermarket, note how take-out, dine-in, and catering services are promoted. Note any signs, brochures, or other printed materials, samples or other methods. How does each method work? Can you suggest other methods to promote this store's services?

3. Taking into account the services available at a supermarket in your area, practice planning for a catered event. Your event could be a birthday party, wedding, office party, or other special event. Come up with a menu (including foods and items available at the store), decorations and flowers (also available at the store), and other details of the event. Are the services of this store complete enough to handle your event? If not, what services are missing?

4. Collect information on the demographics (statistics on the general population of your town, such as age, sex, income, and occupations) of your area supermarket. These are available from the local chamber of commerce and the library. Using the information you find, report on which dining and catering services would be successful at the supermarket and explain why. Does your local supermarket offer these services? Which services would prove unsuccessful? Why?

Assignment 10: Specialty Meats and Seafood

Questions

1. What four areas are typical in a meat department?

   The four typical areas are the retail area, cooler, cutting room, and packaging area.

2. What are the four major categories in most meat departments?

   The four major categories are fresh meats, cured/smoked meats, canned meats, and frozen meats.

3. What are some specialty items in the meat department?

   Specialty items can include glazed and cut hams, wild game, cured and uncut bacon, and smoked turkeys.

4. What considerations are important in the layout of the meat department?

   Important considerations about layout include the ability to move stock efficiently and to maintain safety and sanitation standards.

5. What are some of the typical ways to group meats?

   Meat is typically grouped by type, by color, or by cooking method.

6. Give some examples of seasonal promotions in the meat department.

   Seasonal promotions in the meat department include turkeys at Thanksgiving, hams at Easter, and steaks for grilling in the summer.

7. Why is customer service important in the meat and seafood departments?

   Customer service is important because customers who are not very knowledgeable about the products need guidance in choosing cuts and selecting methods of preparing them.

8. What makes seafood a good choice for the health-conscious customer?

   Seafood is low in fat and calories.

9. Why is seafood a good value even though it costs more per pound than beef or chicken?

   Seafood is a good value because it does not contain large amounts of bone, gristle, or fat, so there is less waste.

10. List the four reasons seafood has become so popular among consumers.

    Seafood has grown in popularity because it offers good health, convenience, minimal waste, and variety.

11. Give examples of promotion methods in the seafood department, especially display methods.

    Different kinds of fish and shellfish are displayed on beds of ice and behind glass to emphasize freshness, variety, and quality. Garnishes such as lemons or greens and identification and price signs are used. Demonstrations of cooking methods are given, and videotapes of famous chefs are shown. Sampling is offered, and products are displayed ready for cooking.

12. Tell what product knowledge an employee of the seafood department should have.

    The employee should know proper storage methods; the signs of spoilage; ways to prepare seafood; the fact that seafood has a high yield; the variety of seafood available today; characteristics and nutritional value of specific kinds; and ways to set up displays, make them attractive, keep them full and fresh, and close them down at the end of the day.

Activities

Do one or more of the following activities and answer the questions. Make one or more reports, using the skills of analysis, synthesis, and evaluation.

1. Visit a meat department at a local supermarket. What method of layout is used? Talk to the meat manager and ask: Does this store change the layout periodically? Why or why not? Why is the particular layout seen at this time being used?

2. After asking questions or doing other research, answer these questions: How are meat products grouped in this department? Do you think this is the most effective way? Why or why not?

3. After asking questions or doing other research, answer these questions: What sorts of merchandising techniques, such as signage, seasonal displays, and promotions, are visible in the meat department? Can you think of other techniques that could be used? Consider the customer base of this store in your answer.

4. Visit a store with a seafood department. How much variety do you see in the presentation of the products behind the glass? Take into account the different types of seafood displayed, the different preparation methods suggested by the presentation, and the offerings, if any, of prepared foods such as dips and salads. Do you think the store's presentation of its seafood is effective?

5. What methods are being used in the seafood department to promote the merchandise? Note whether you think they are effective.

Assignment 11: Courtesy Services

Questions

1. Why do so many supermarkets offer special services as a courtesy to customers?

   Special services are offered as a response to the demand for more convenience.

2. What are the three main categories of courtesy services offered in the supermarket?

   Supermarket courtesy services may be offered (1) solely by the supermarket, (2) through cooperative efforts between the supermarket and an outside organization, or (3) solely by an outside organization.

3. List ten common examples of courtesy services a supermarket might provide to its customers.

   These include check cashing, bill paying, automated banking machines, branch banking, money orders, grocery delivery, package shipping, notary service, vehicle license tag renewal, and concert tickets.

4. Name the skills a person working in a courtesy booth should have.

   Such a person must be well organized, capable of acquiring a variety of skills, and extremely good at providing customer service.

5. List three characteristics of good customer service in the courtesy booth.

   Good customer service is accurate, friendly, and quick.

6. What is the main advantage to a supermarket of allowing an outside organization to offer its services in the supermarket, without the supermarket's involvement? What is the main disadvantage?

   The main advantage is the convenience of not having to provide staff, training, or any other contribution to the operation. The main disadvantage is the lack of control over the quality of service.

7. In a cooperative service offering between a supermarket and an outside organization, what does the outside provider typically offer to the supermarket to get the job done?

   The outside provider offers the necessary materials, supplies, and staff training.

8. What types of customers are most likely to regularly use a supermarket's grocery delivery service?

   Grocery delivery is most in demand among homebound people and people with high levels of disposable income.

9. How are supermarket courtesy services typically promoted?

   Courtesy services are promoted through signage inside and/or outside the supermarket and through the advertising efforts of the outside companies whose services are offered at the supermarket.

10. List three reasons a supermarket today would be less likely to provide delivery of groceries than it might have been in the past.

    A supermarket today would be less likely to provide delivery of groceries because increased fuel prices, higher wages, and larger cities have made it a more costly undertaking than it was in the past.

11. Name two ways a supermarket that delivers groceries could handle customer payment.

    The store can require payment at the time of delivery or monthly through a credit account set up for the customer.

12. List four factors that may help a supermarket make decisions about which courtesy services to offer.

    Decisions are based on demand in the supermarket's area, on the value placed on service by the supermarket, whether a service will be offered by the store or an outside organization, and whether there are mutually beneficial aspects of working with an outside company.

Activities

Do one or more of the following activities and answer the questions. Make one or more reports, using the skills of analysis, synthesis, and evaluation.

1. Go to your local supermarket to see what courtesy services are offered. Why do you suppose the supermarket chose to offer those particular services?

   Does the supermarket offer all the services at one centralized courtesy booth? If not, is there a courtesy booth along with other areas of service? Are they all in the same general area in the store, or are they spread around the store? Can you speculate as to why they are not all together, if they are not?

   Is it easy to determine which services are available to you at this supermarket? For example, is there plenty of clear signage promoting services, or do you have to ask an employee which services are available? Is there anything you would change about the way the supermarket promotes the services in the store?

2. While you are at the supermarket, compare the number of services offered solely by the supermarket, the number of services offered in cooperation with an outside provider, and the number of services offered by an outside provider alone.

3. Over the course of two or three days, look through your local newspaper for advertisements of upcoming concerts or other events, as well as those for financial services. Do any of the advertisements you see indicate that services are available in supermarkets? From what you can tell by looking at the paper, is it common practice for some of the businesses in your area to advertise the availability of their services in supermarkets?

4. Pretend that you are the manager of a supermarket with the highest decision-making authority. The owner of a shoe-repair business approaches you to ask you to place the services of the business within your supermarket. List some factors you would take into account in making your decision. Try to remember everything that would affect such a decision, including the kinds of customers you serve, what your competitors are doing, and what kind of value your store places on good customer service.